

FIG. 1

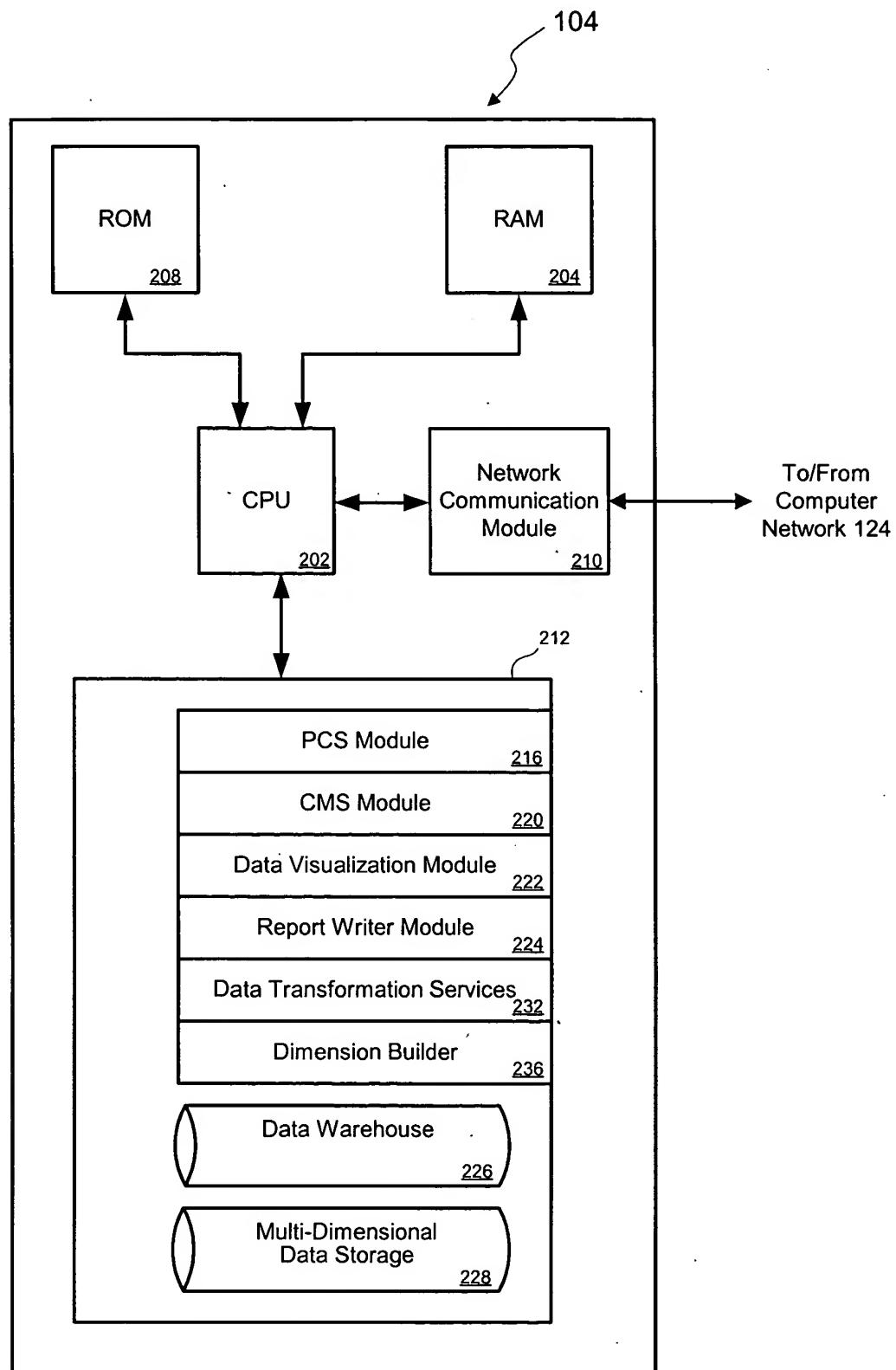


Fig. 2

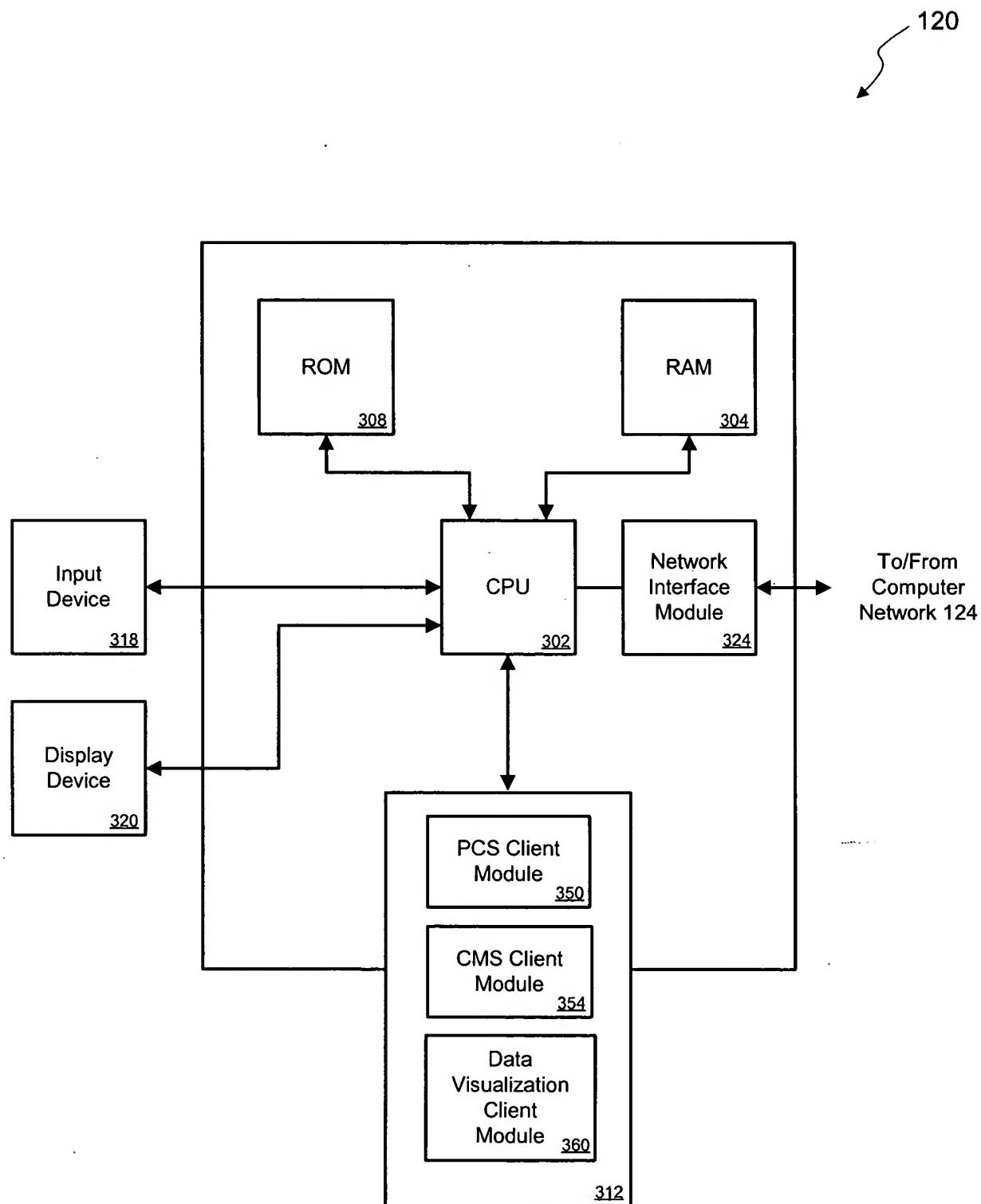


Fig. 3

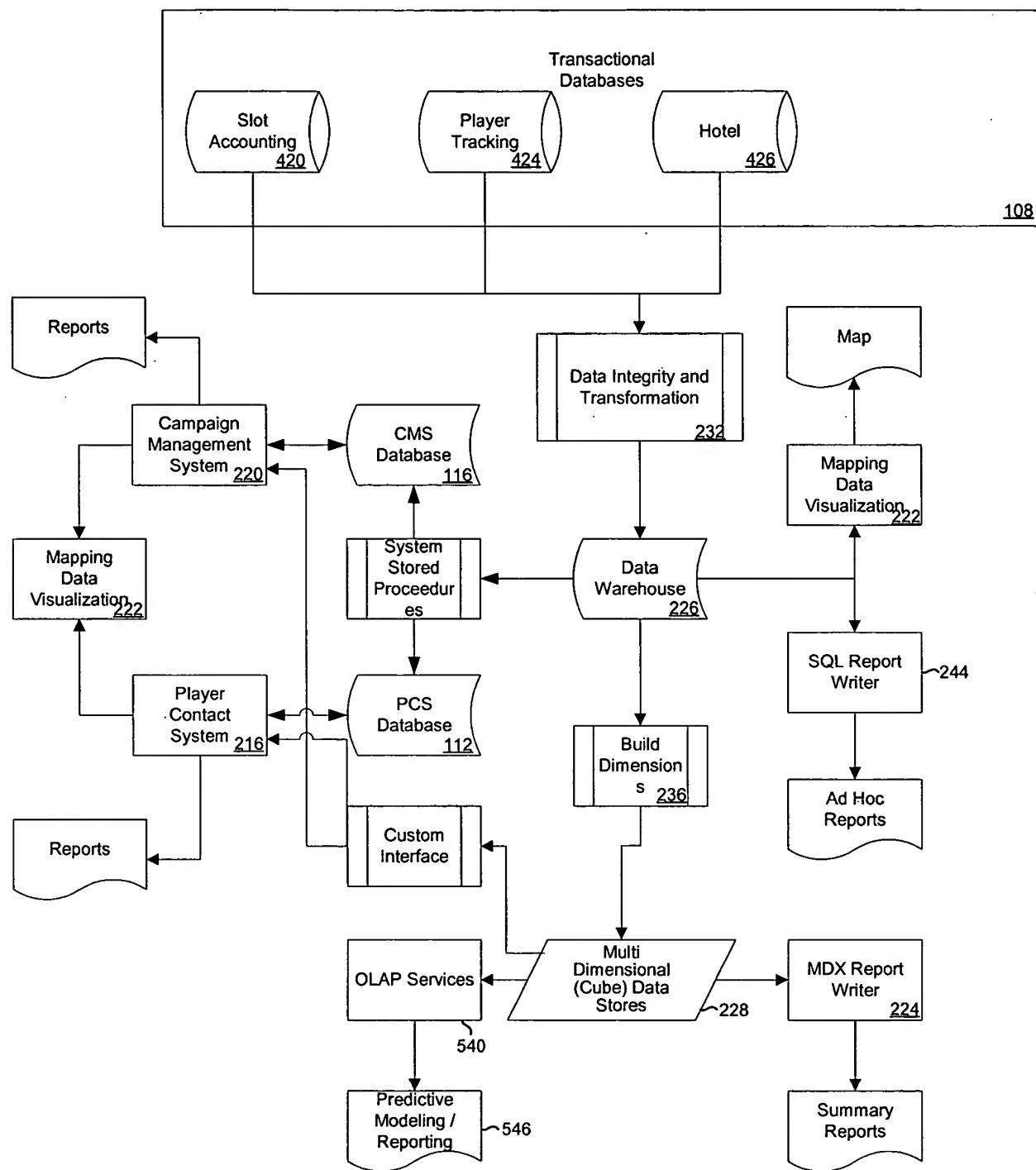


Fig. 4

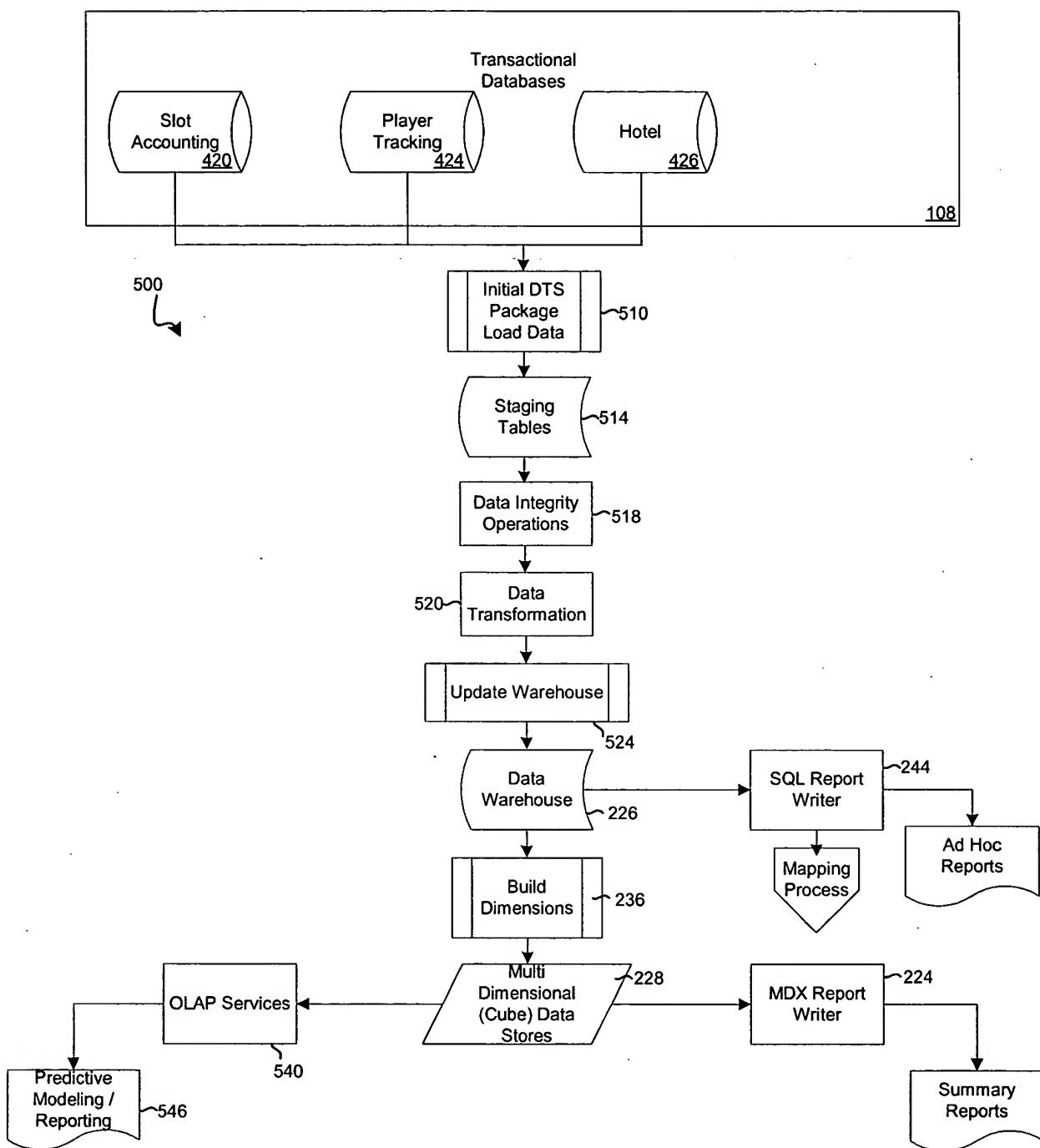


Fig. 5

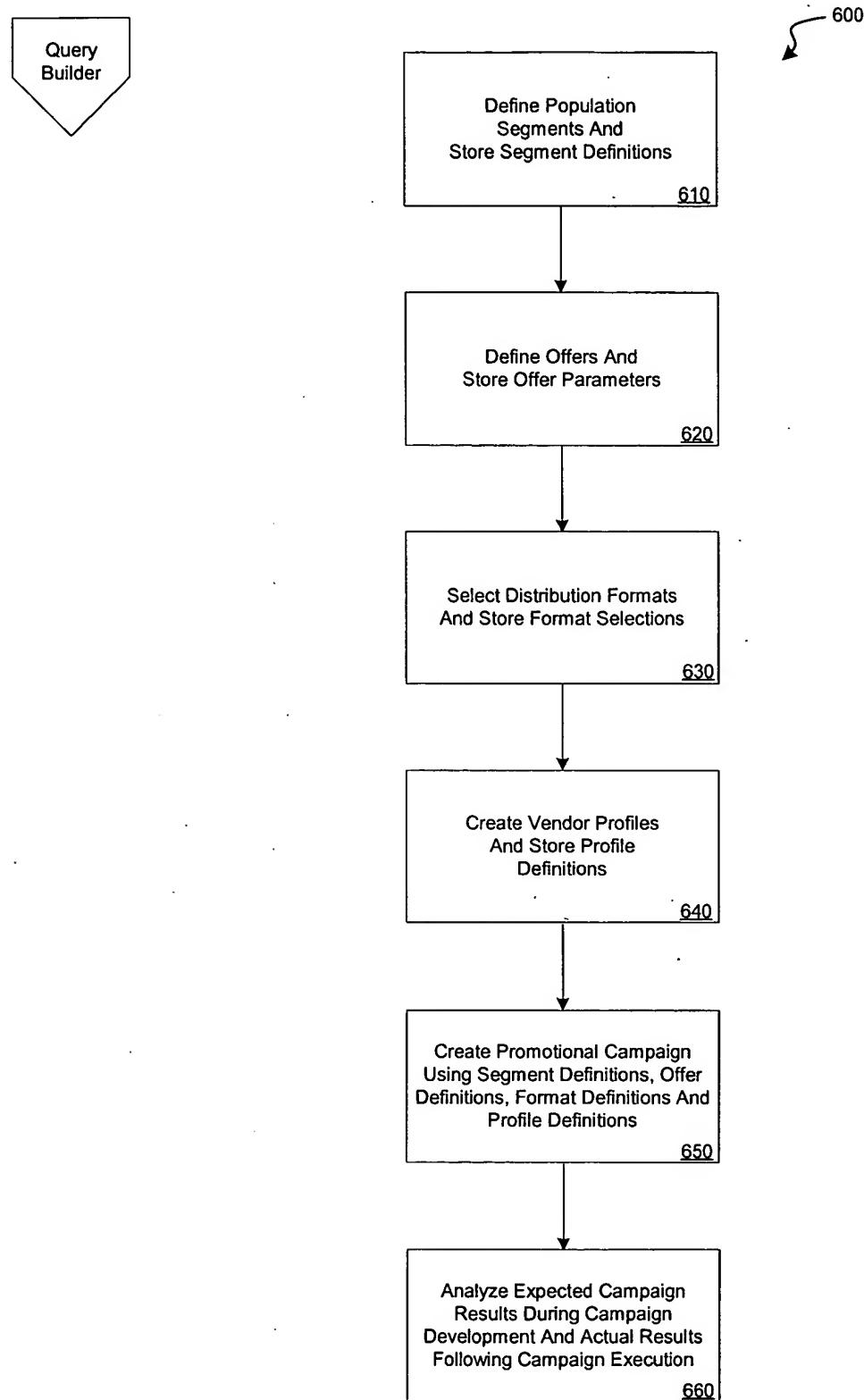


Fig. 6

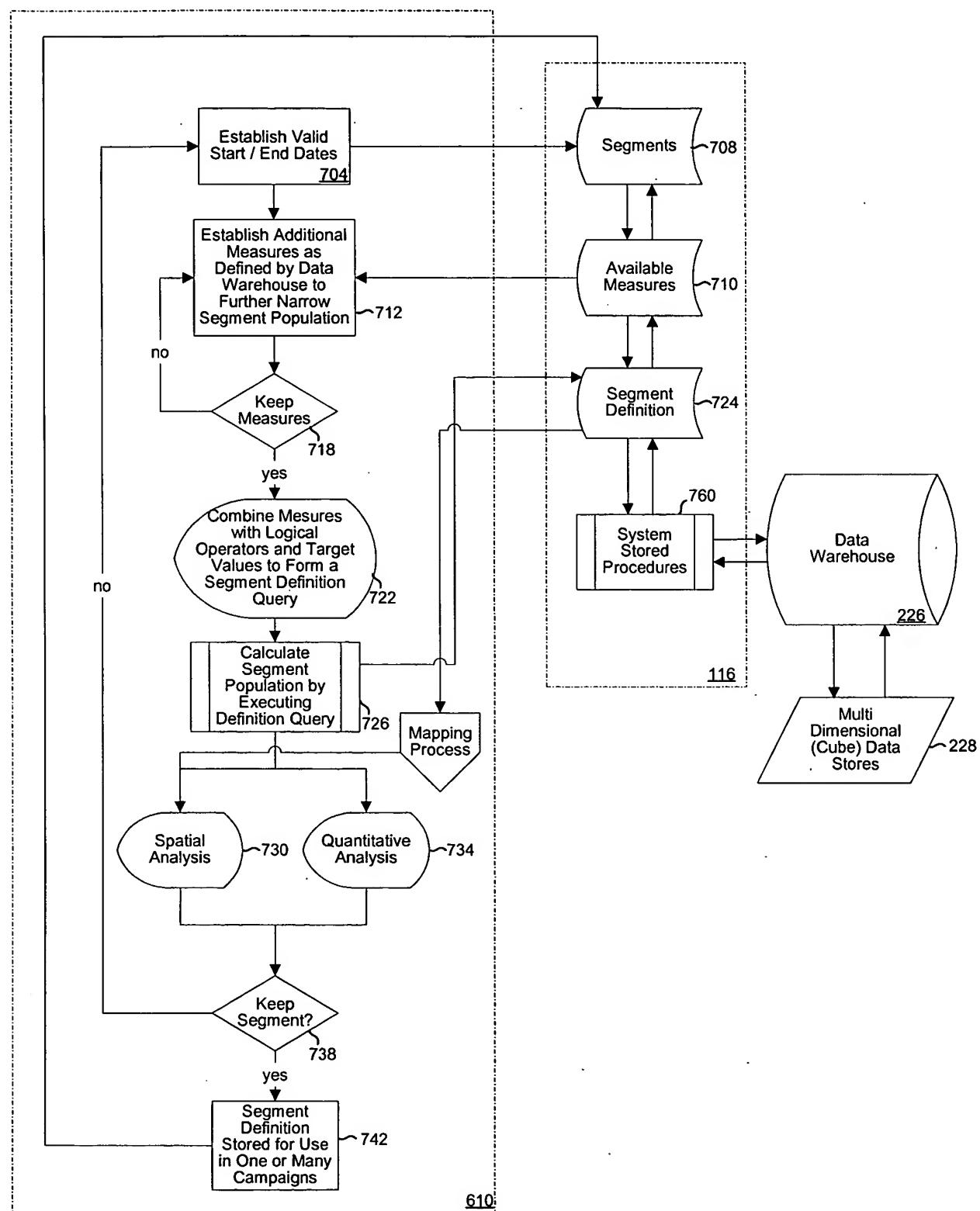


Fig. 7

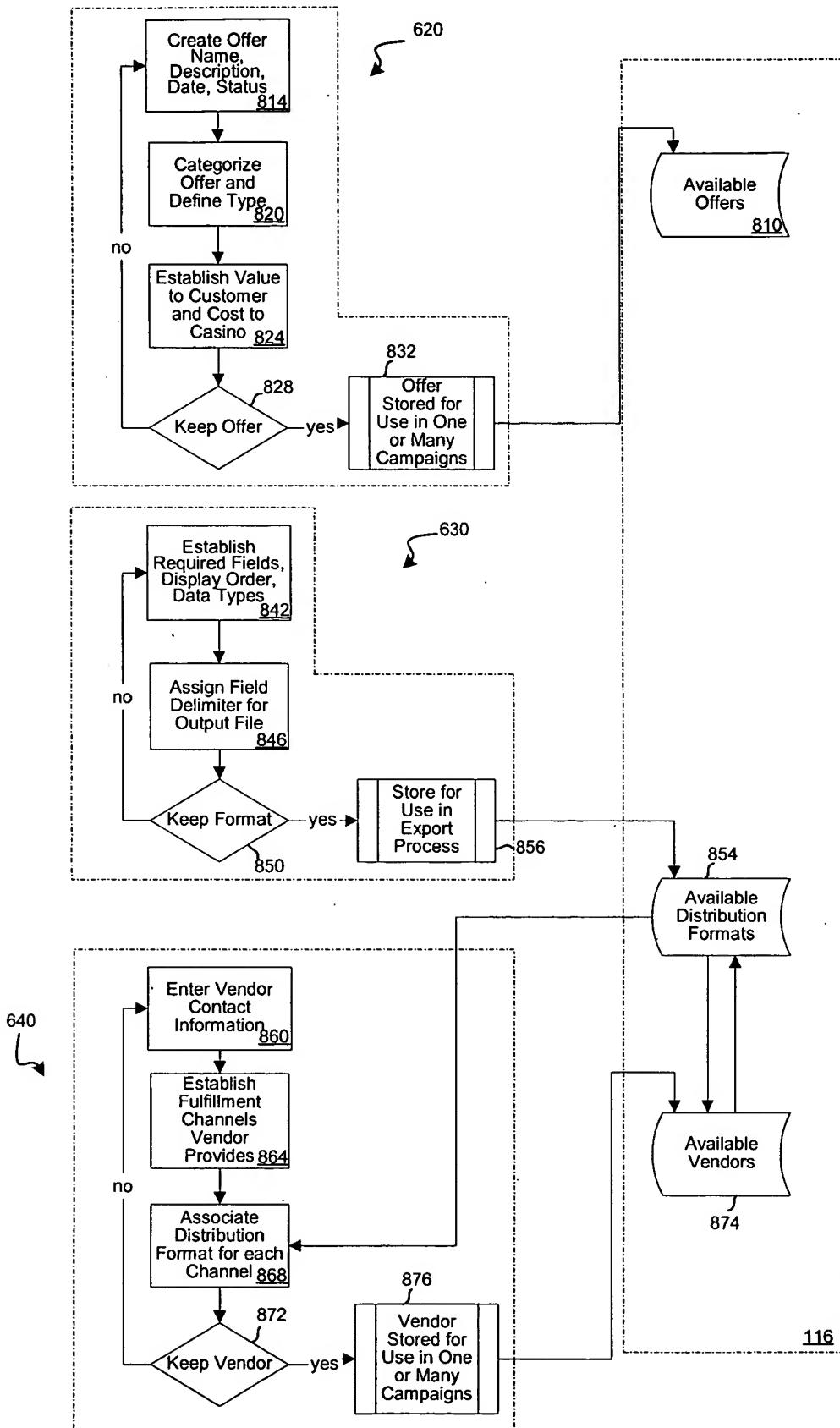
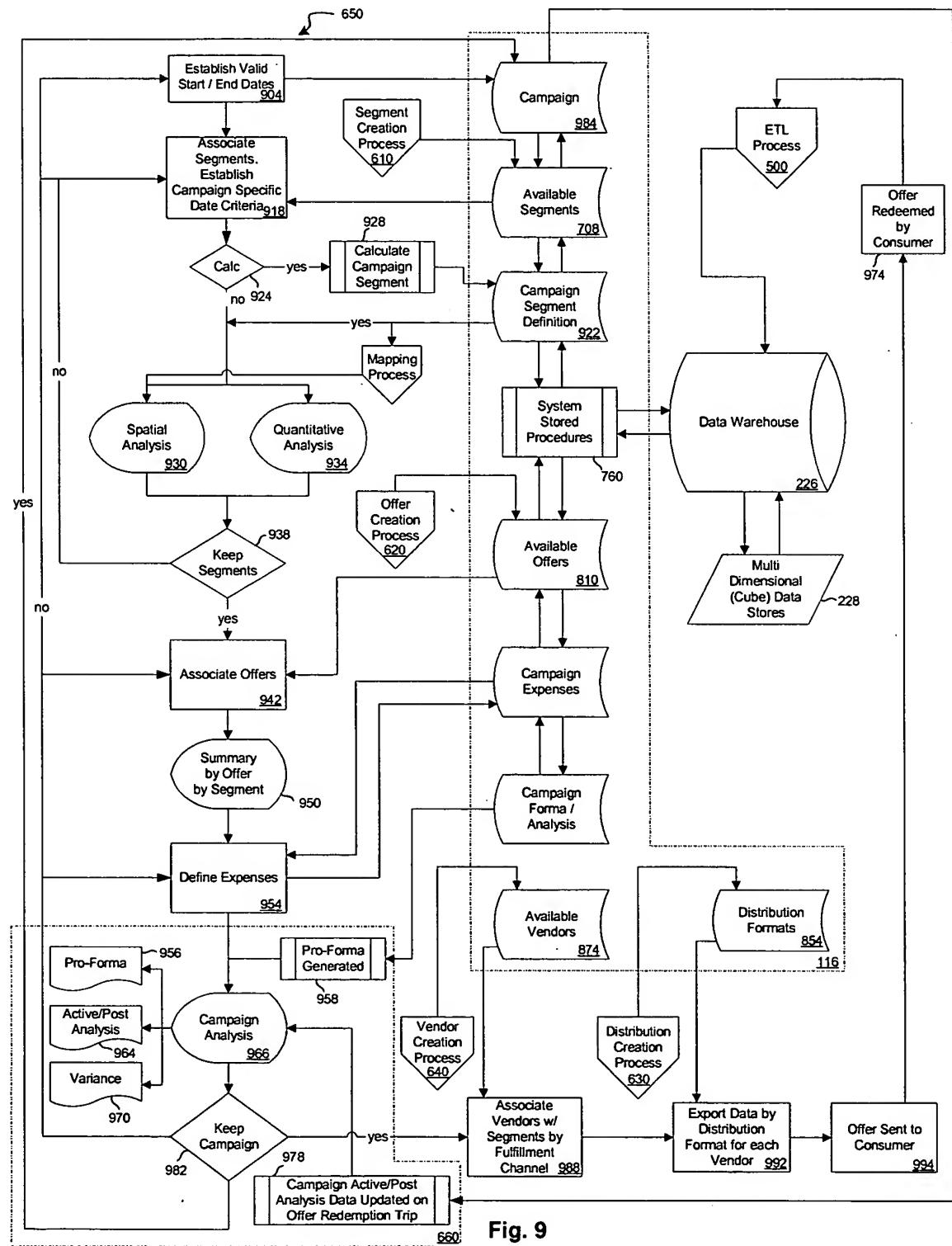


Fig. 8



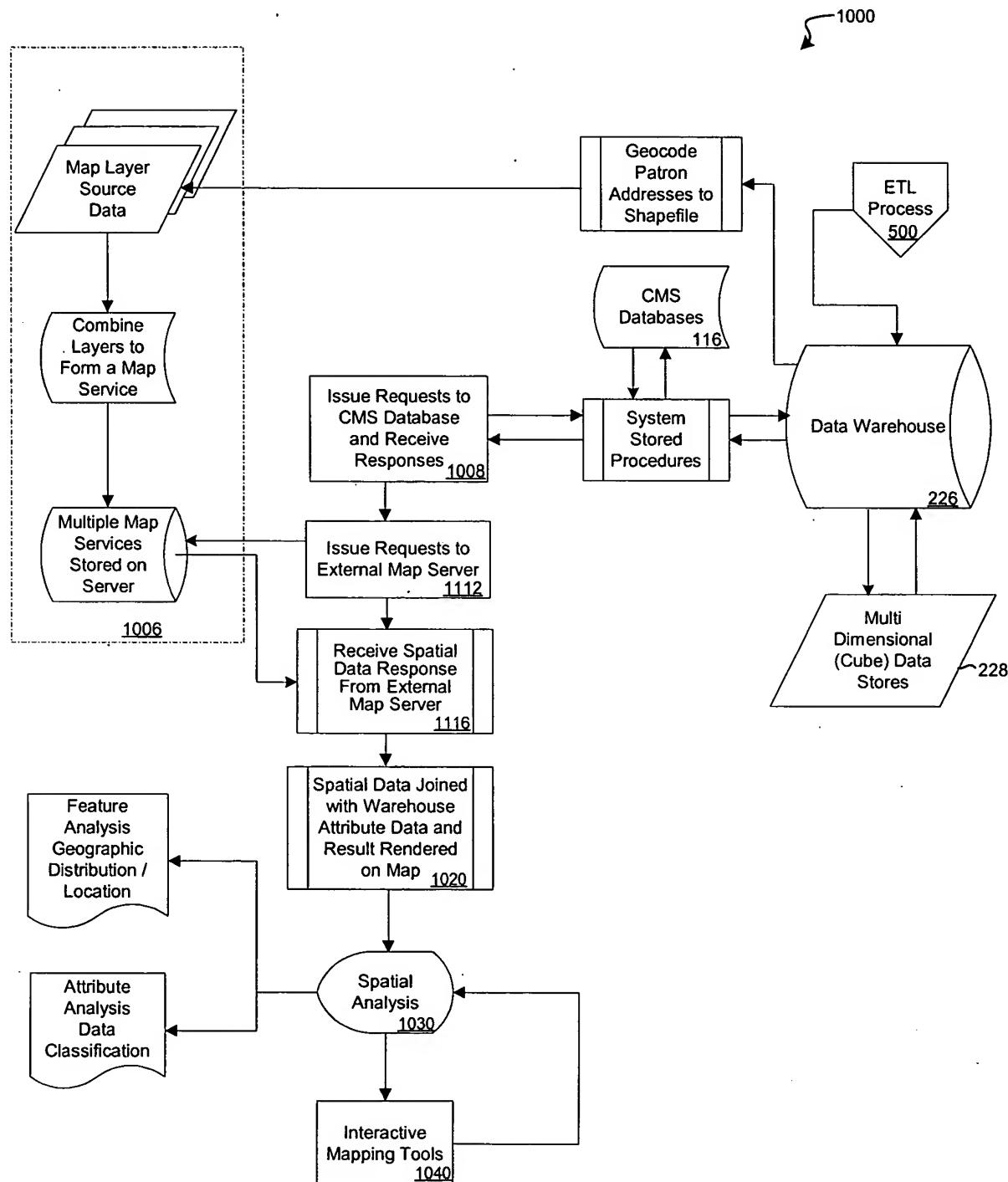


Fig. 10

216

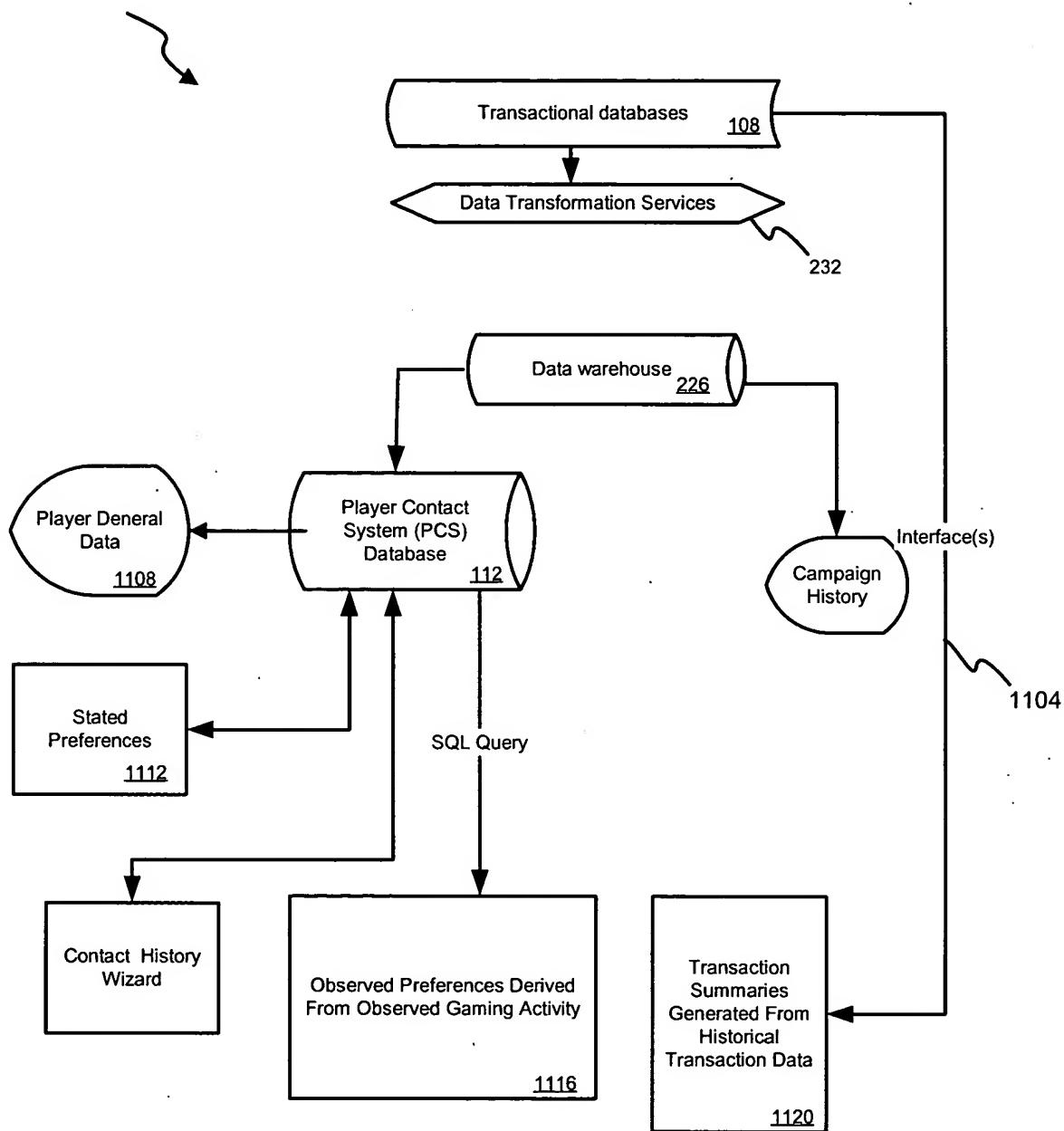


Fig. 11

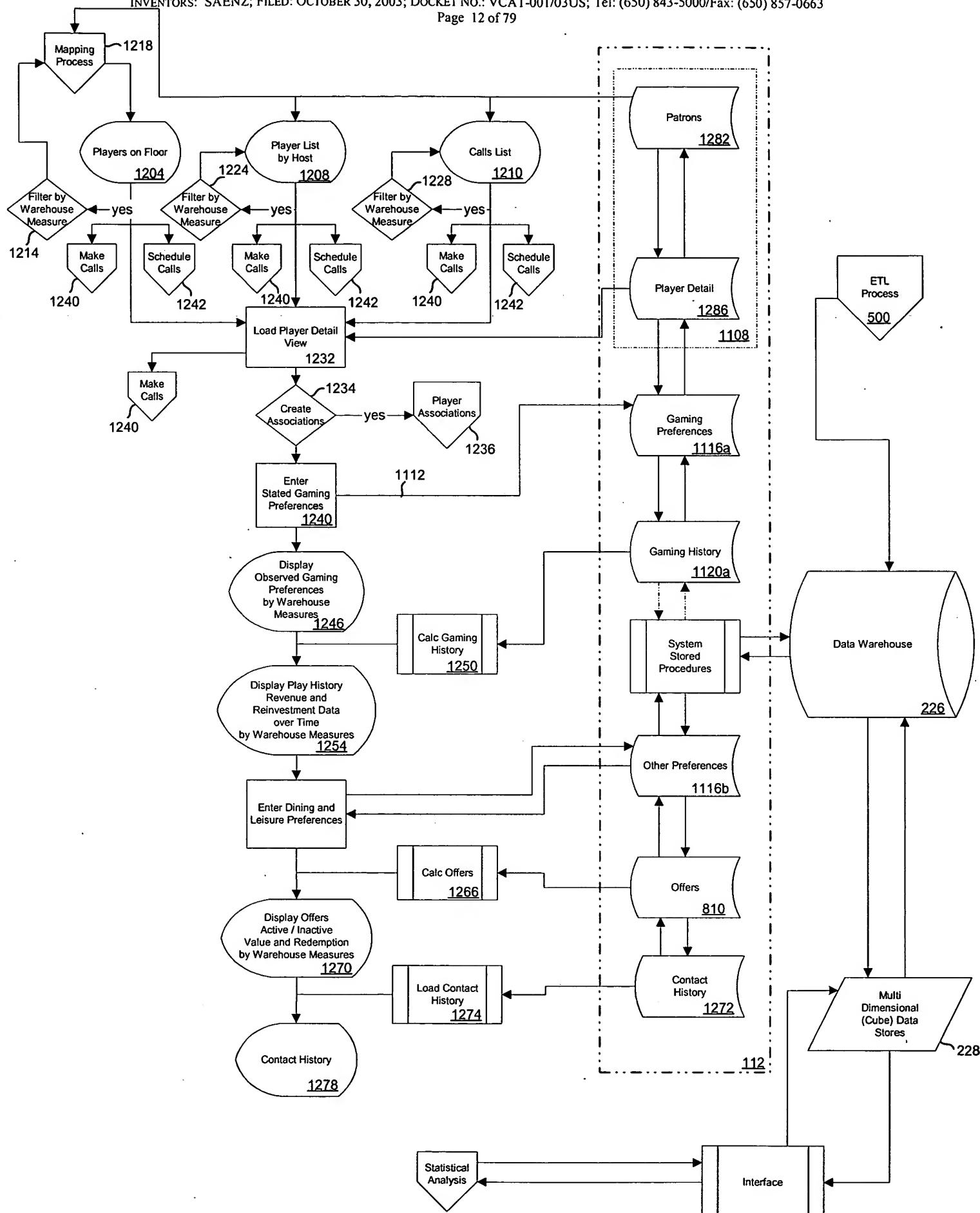


Fig. 12

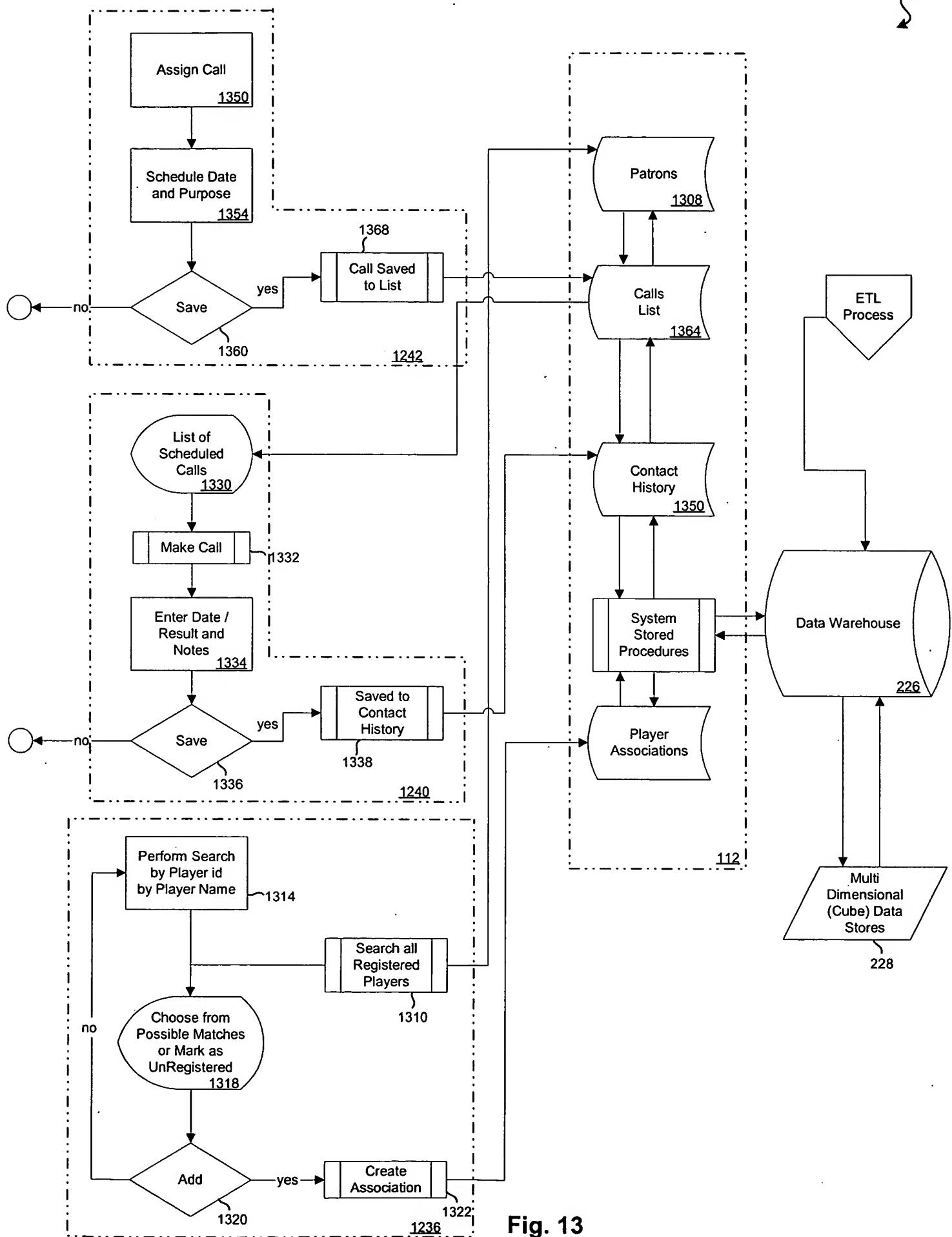


Fig. 13

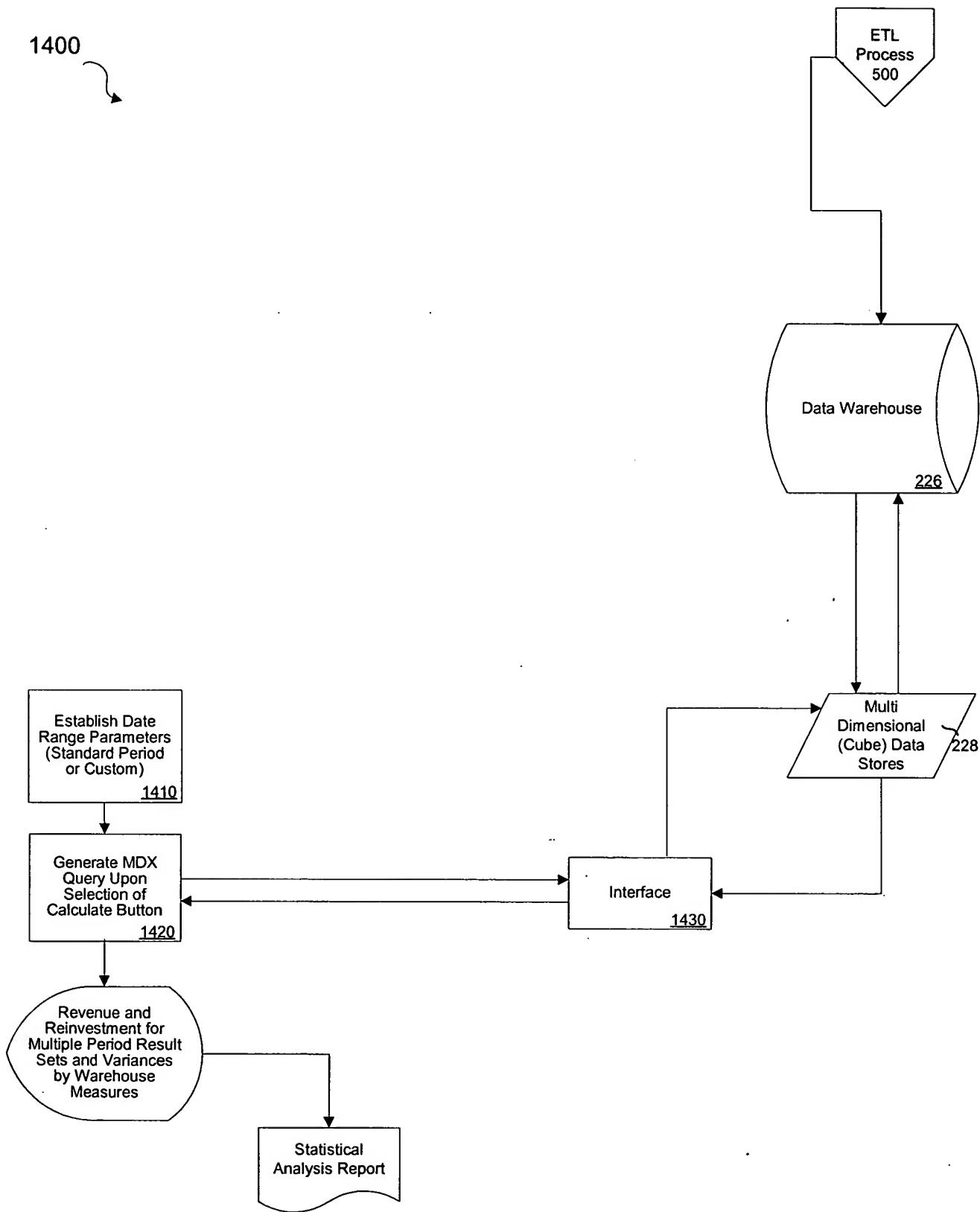


Fig. 14

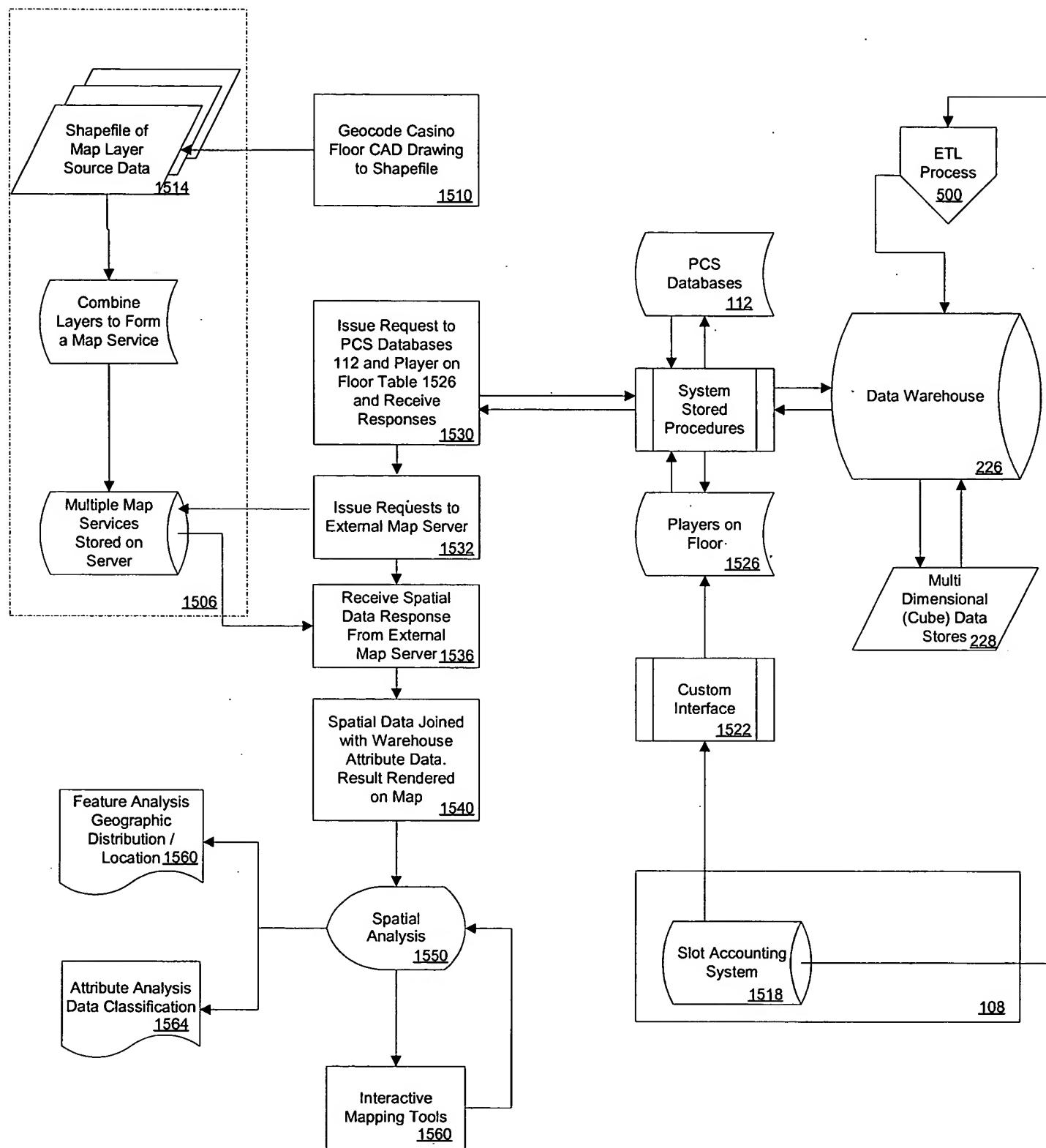


Fig. 15

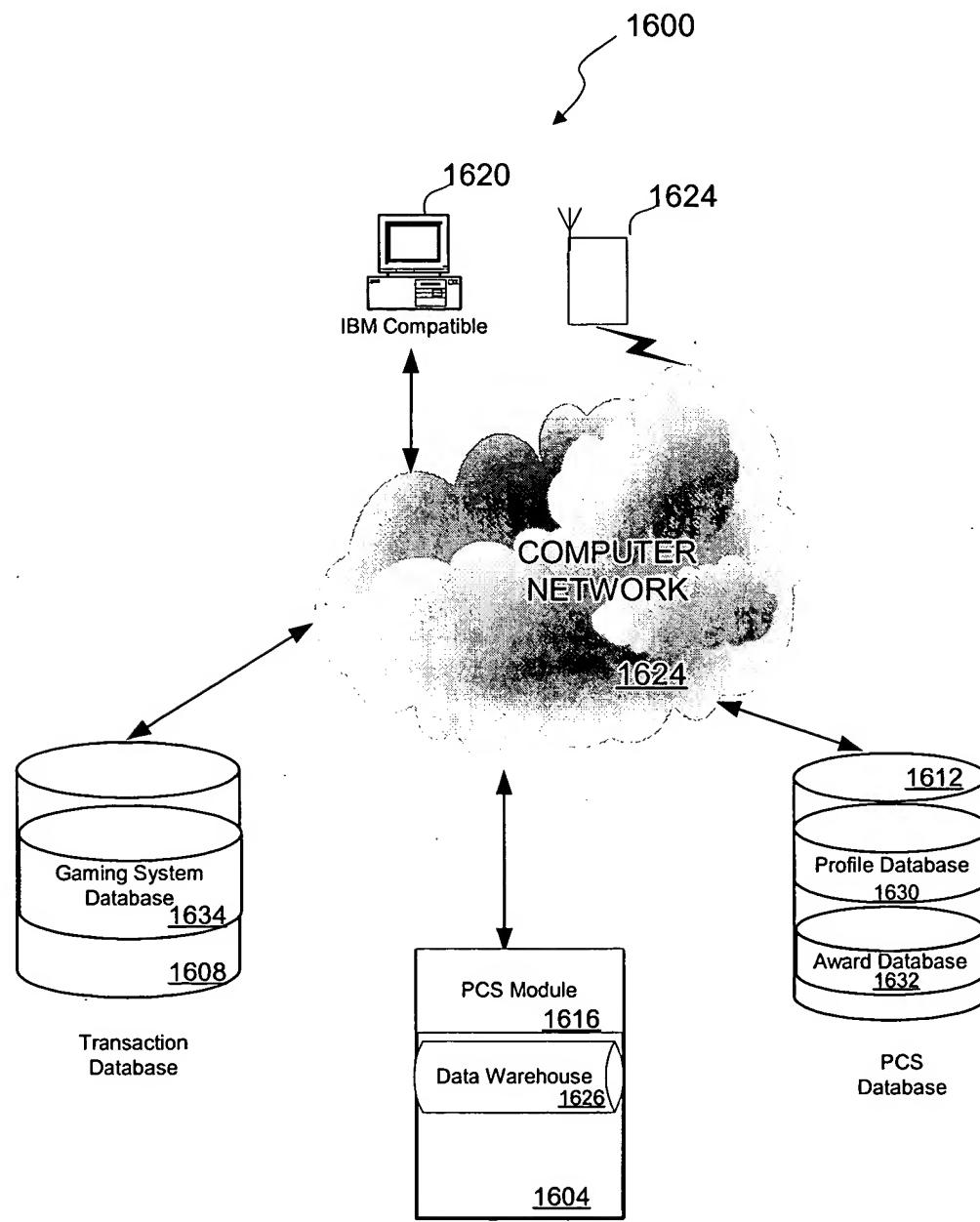


Fig. 16

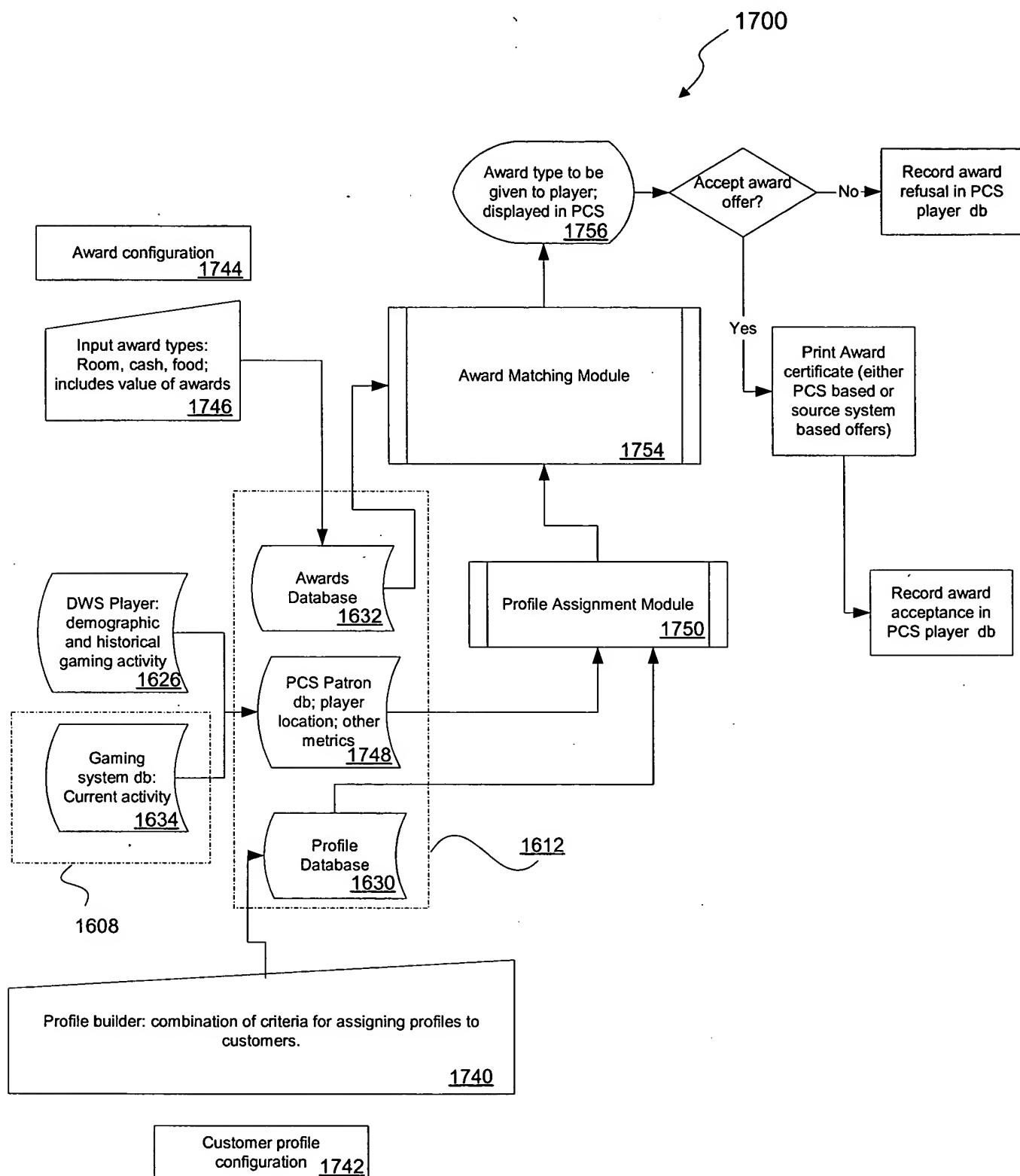


Fig. 17

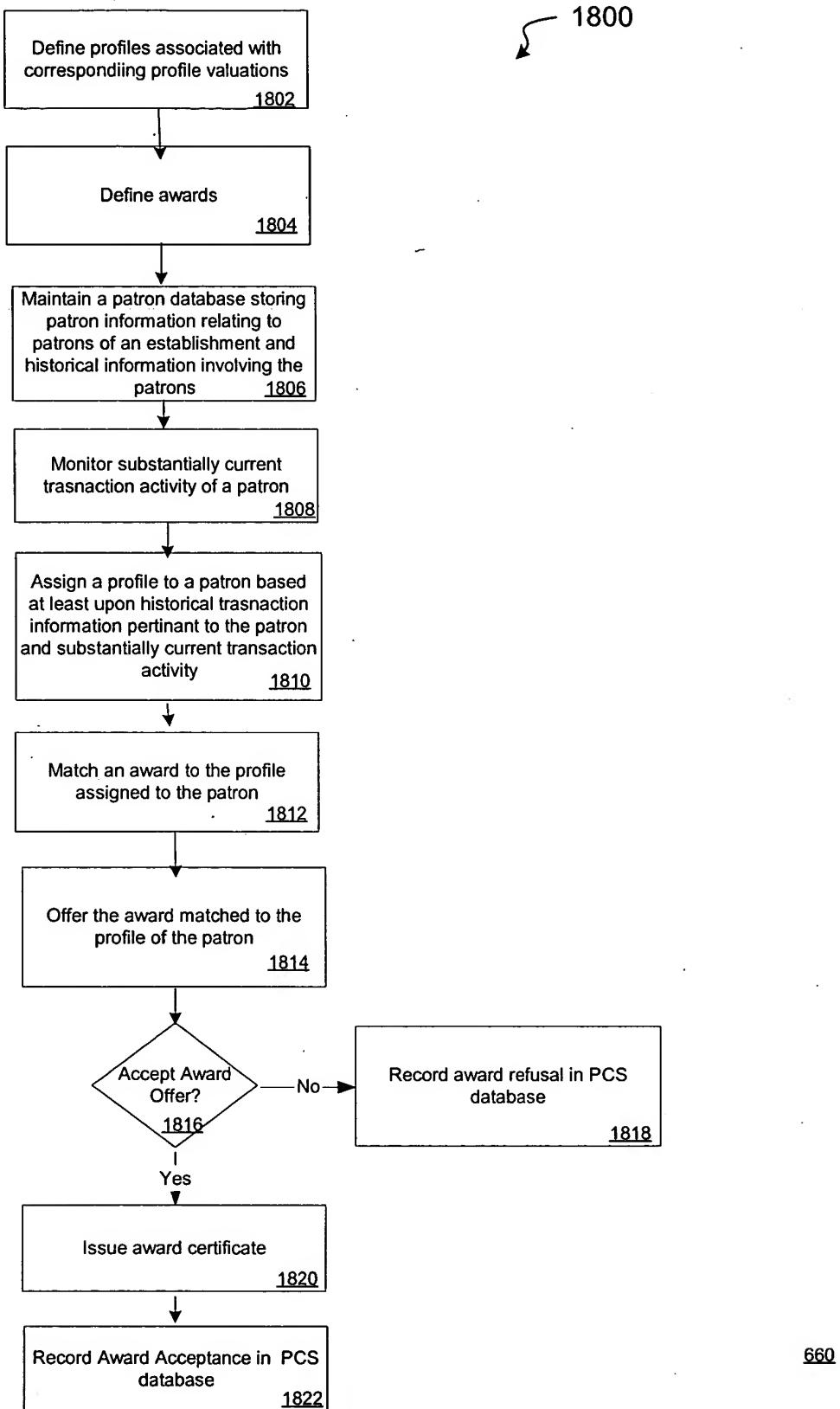


Fig. 18

1900

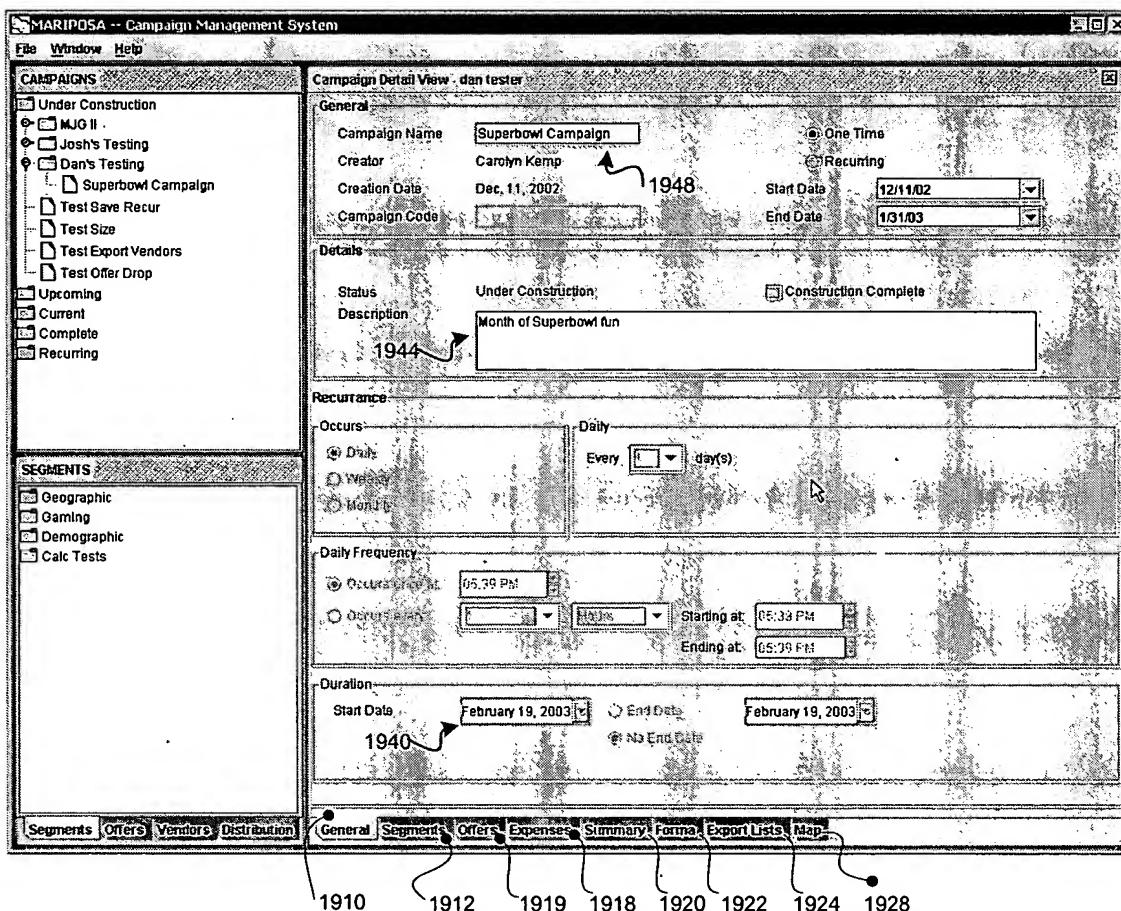


Fig. 19

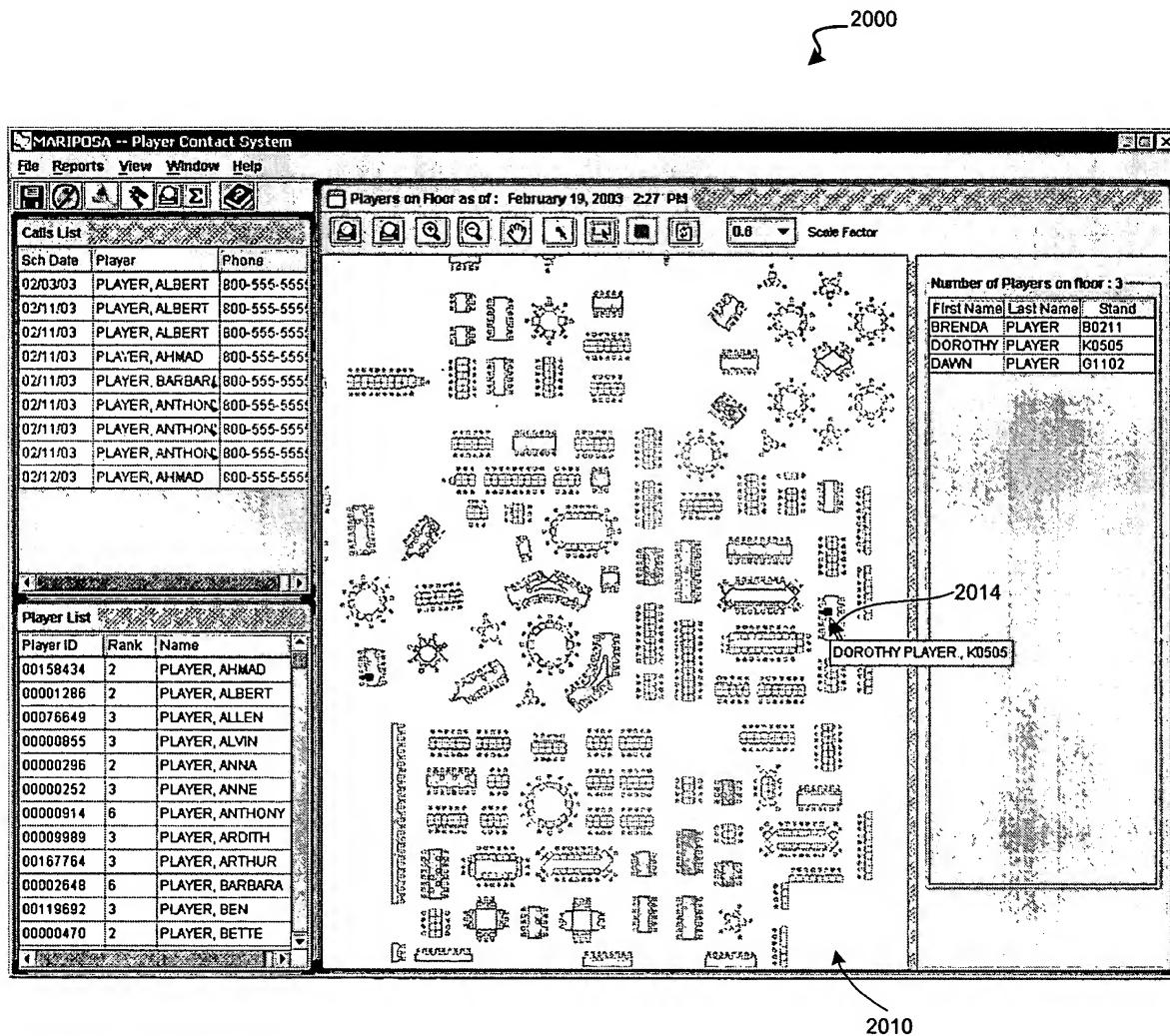


Fig. 20

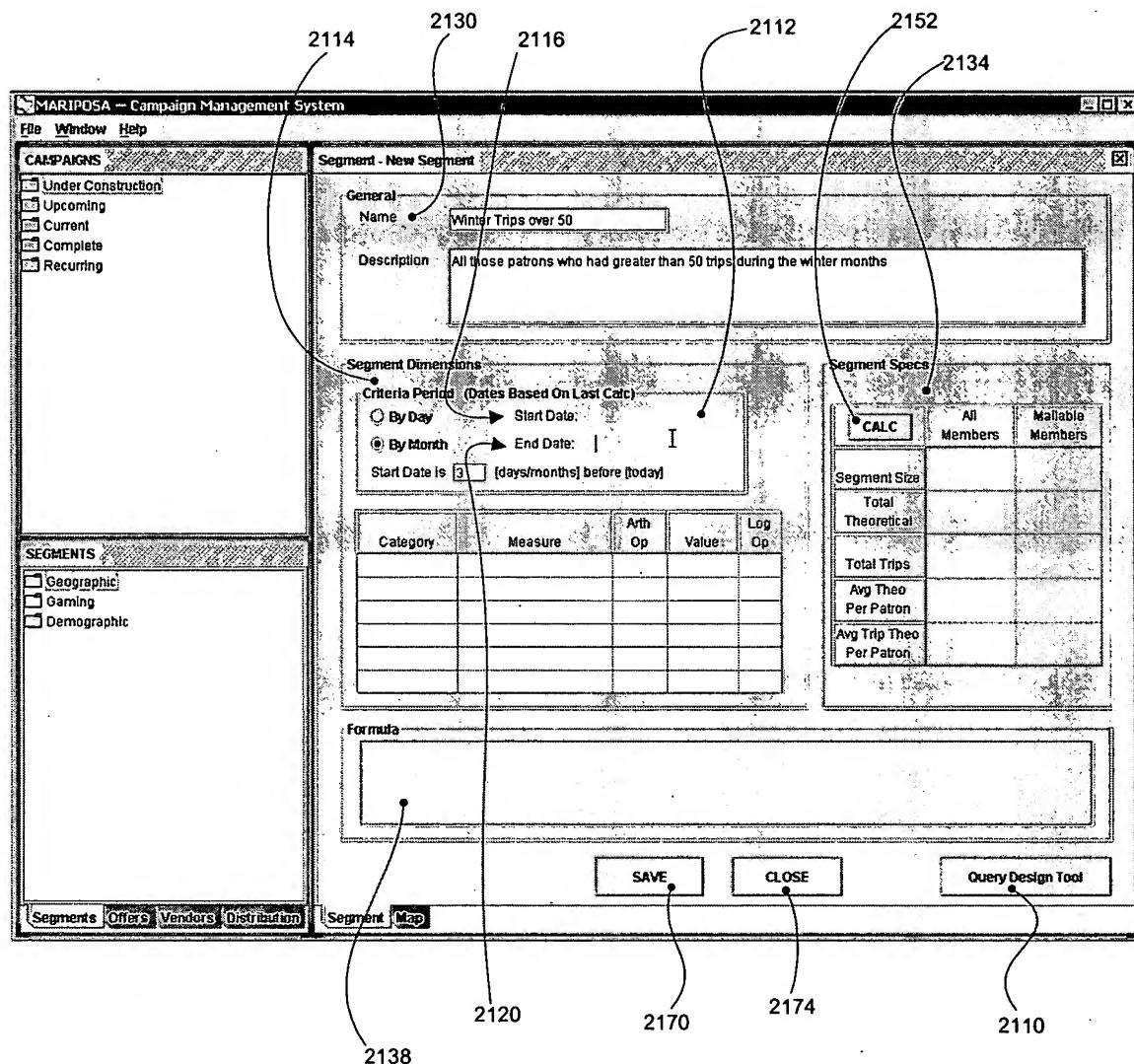


Fig. 21

2200

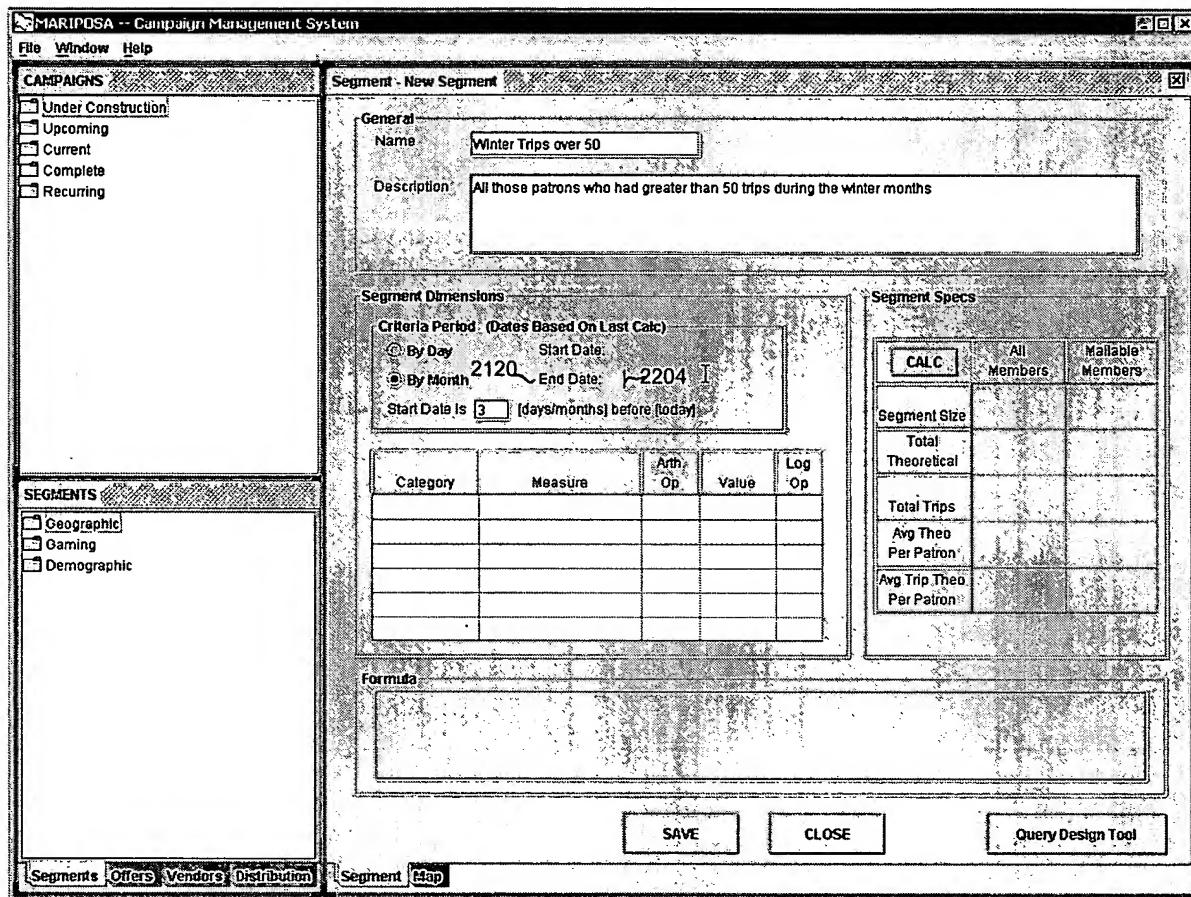


Fig. 22

2300

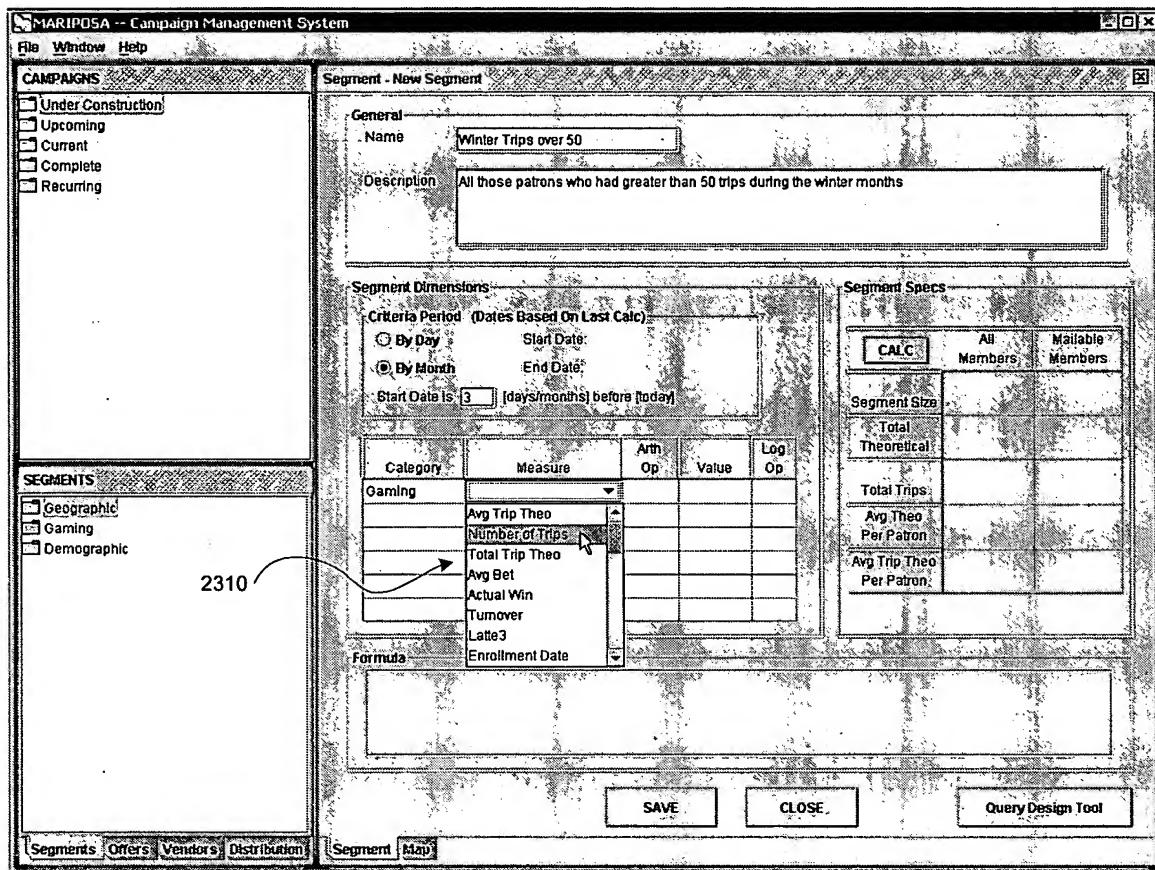


Fig. 23

2400

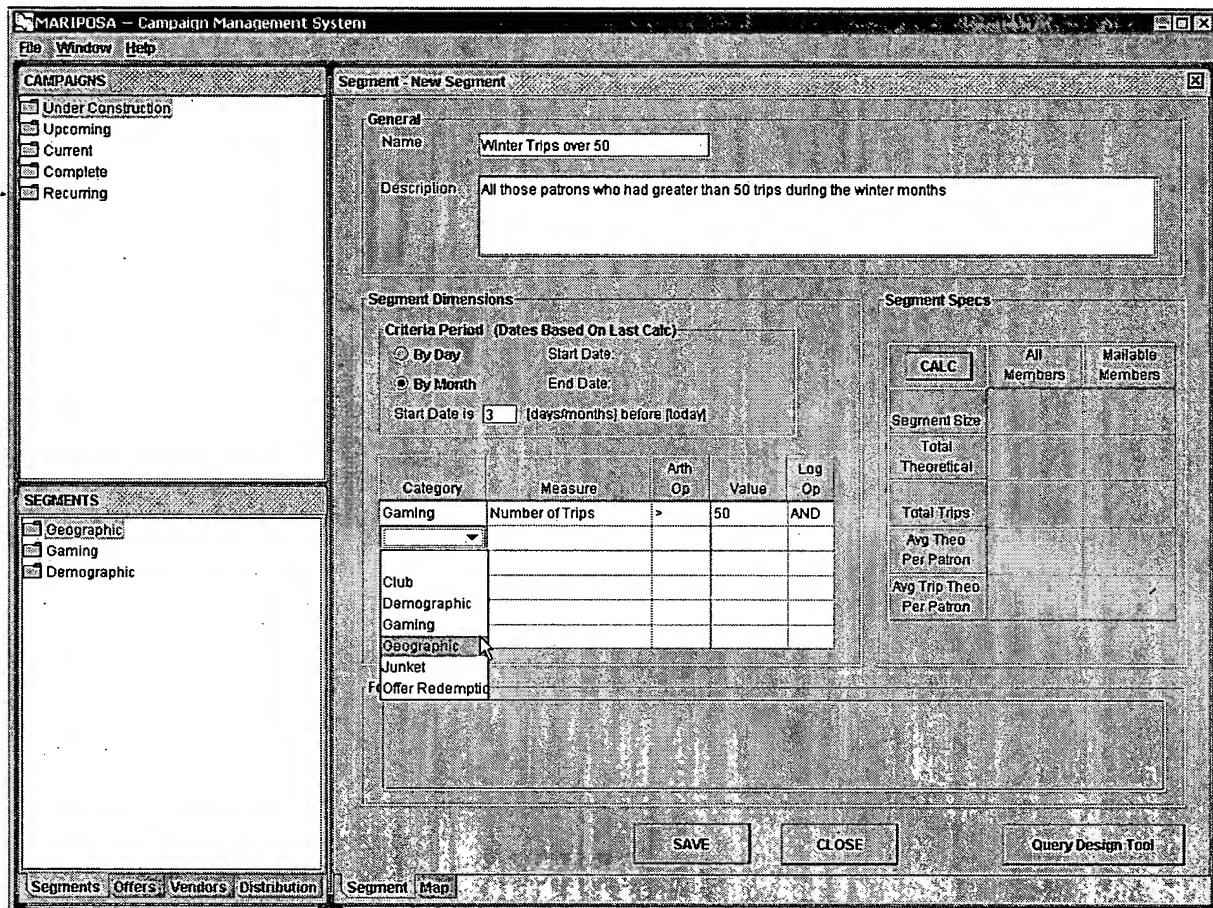


Fig. 24

2500

MARIPOSA -- Campaign Management System

File Window Help

CAMPAIGNS

- Under Construction
- Upcoming
- Current
- Complete
- Recurring

SEGMENTS

- Geographic
- Gaming
- Demographic

Segment - New Segment

General

Name: Winter Trips over 50

Description: All those patrons who had greater than 50 trips during the winter months

Segment Dimensions

Criteria Period (Dates Based On Last Calc)

By Day Start Date: Jun 10, 2002

By Month End Date: Sep 10, 2002

Start Date is 3 months before Sep 10, 2002

Segment Specs

CALC	All Members	Mailable Members
Segment Size	275	264
Total Theoretical	\$2,571,493	\$2,462,902
Total Trips	16,753	16,065
Avg Theo Per Patron	\$9,350	\$9,329
Avg Trip Theo Per Patron	\$153	\$153

Formula

```
SELECT PLAYERS FROM DATA WAREHOUSE
WHERE
HAVING (count(player_trip_fact.trip_gaming_date)) > 50
```

Buttons

SAVE CLOSE Query Design Tool

Segment Map

2520

2516

2510

Fig. 25

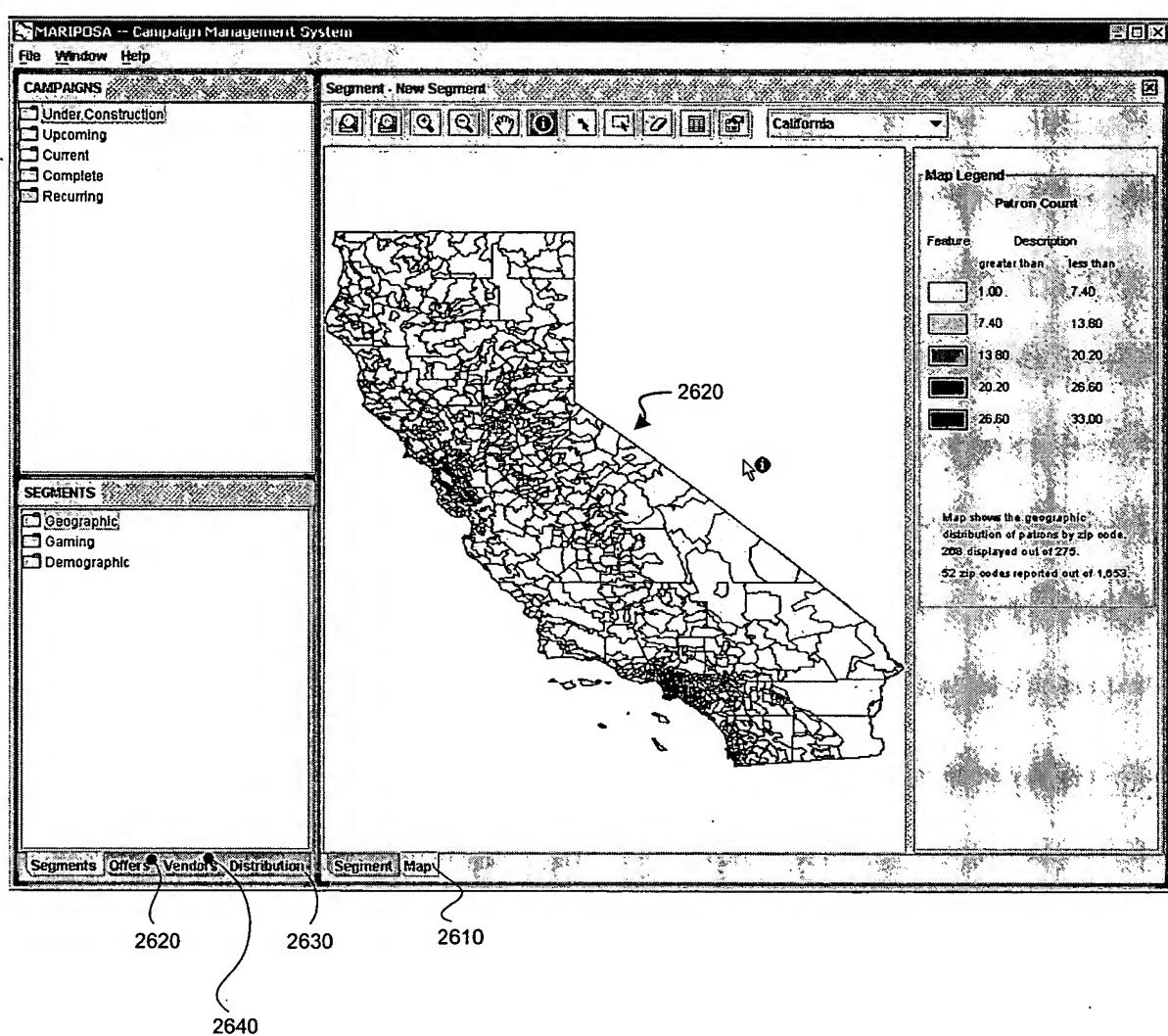


Fig. 26

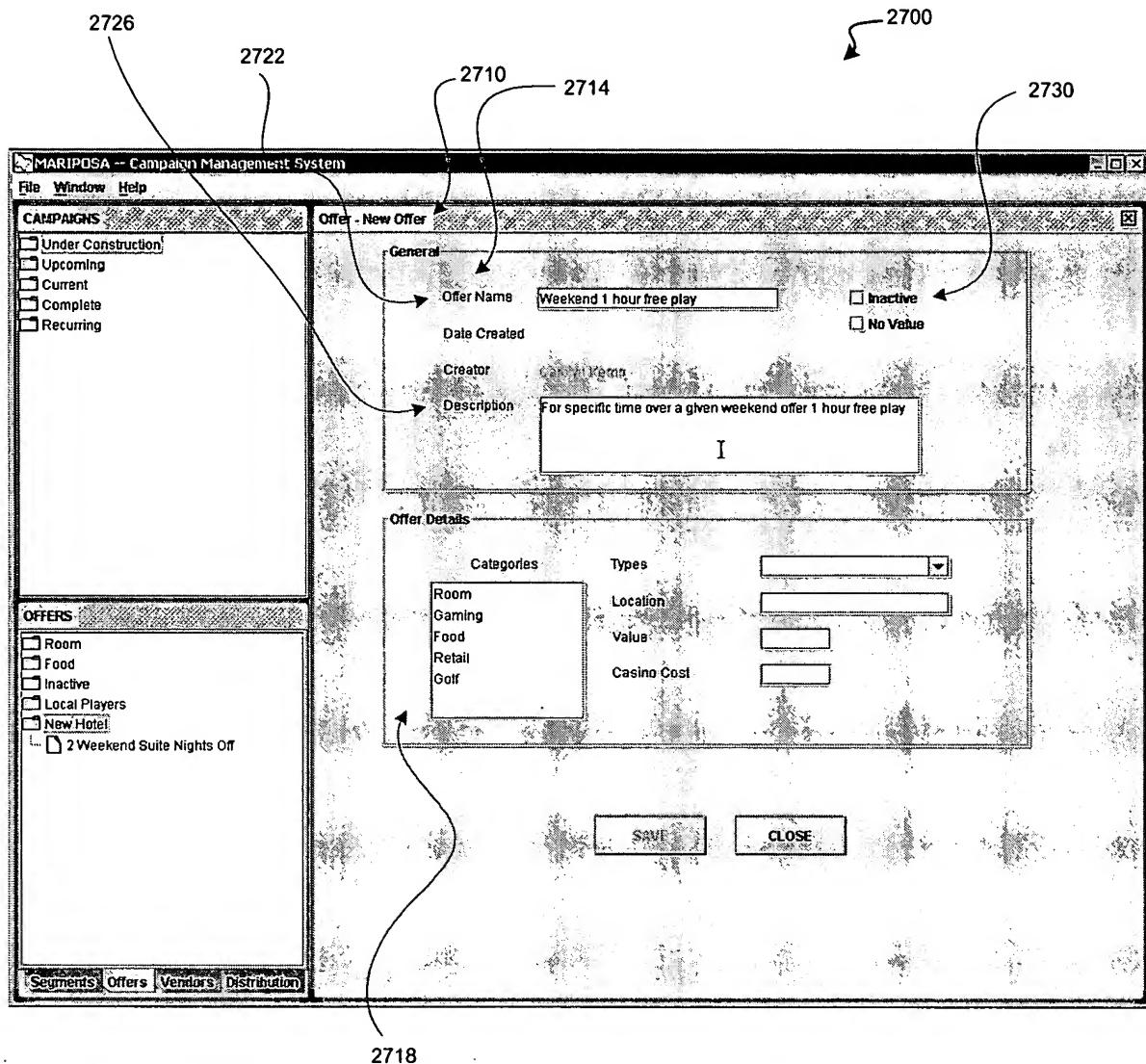


Fig. 27

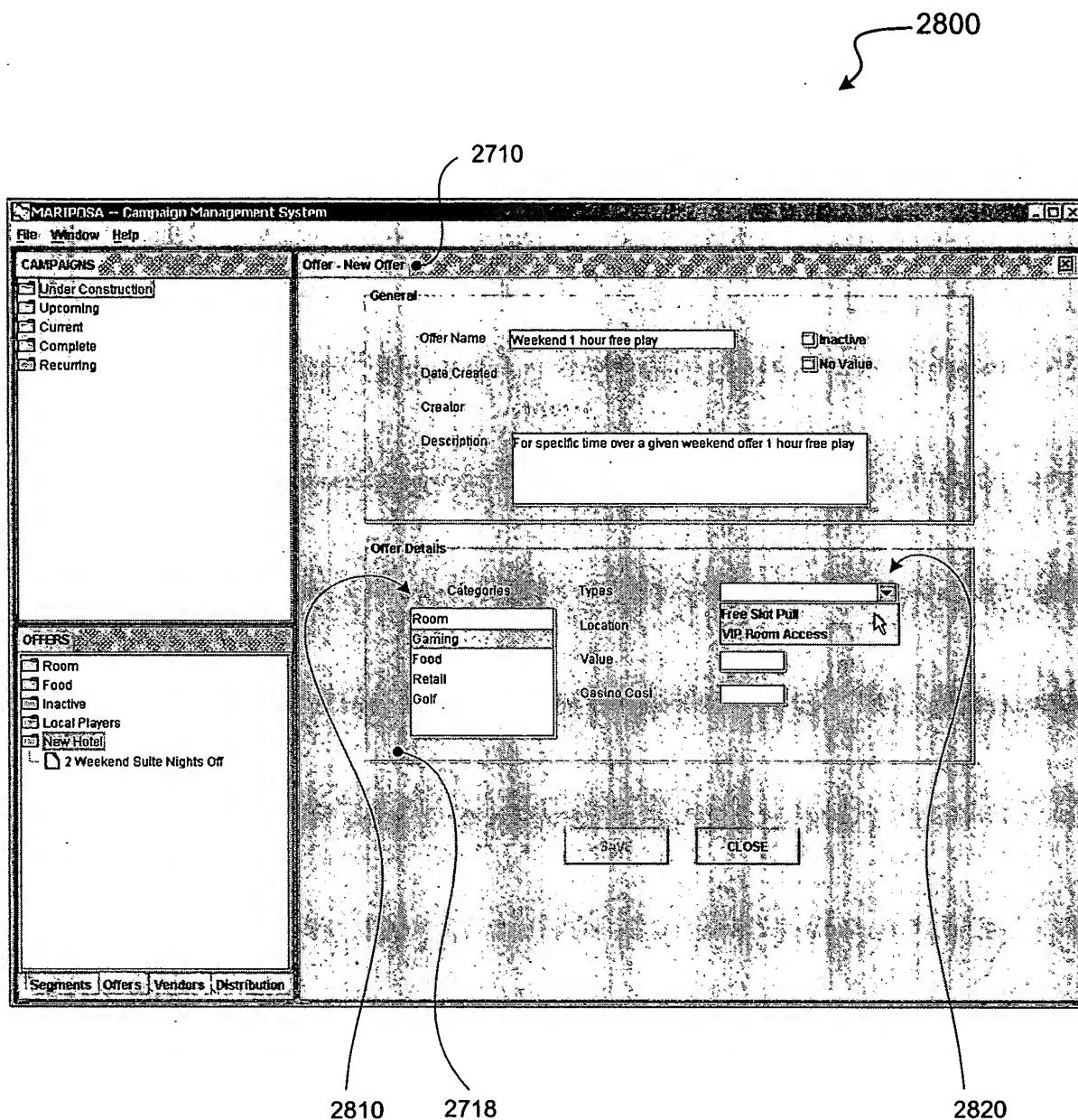


Fig. 28

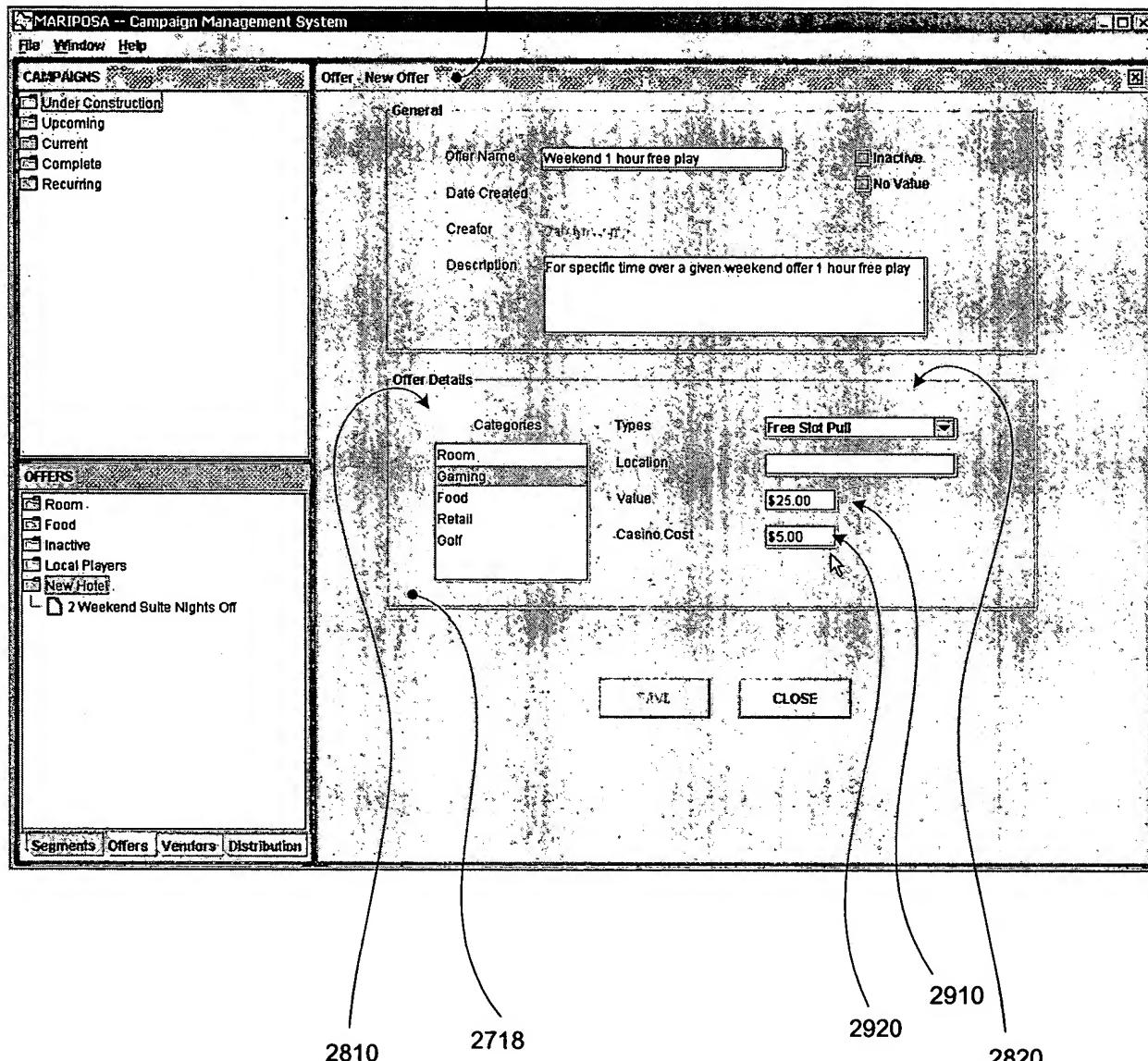


Fig. 29

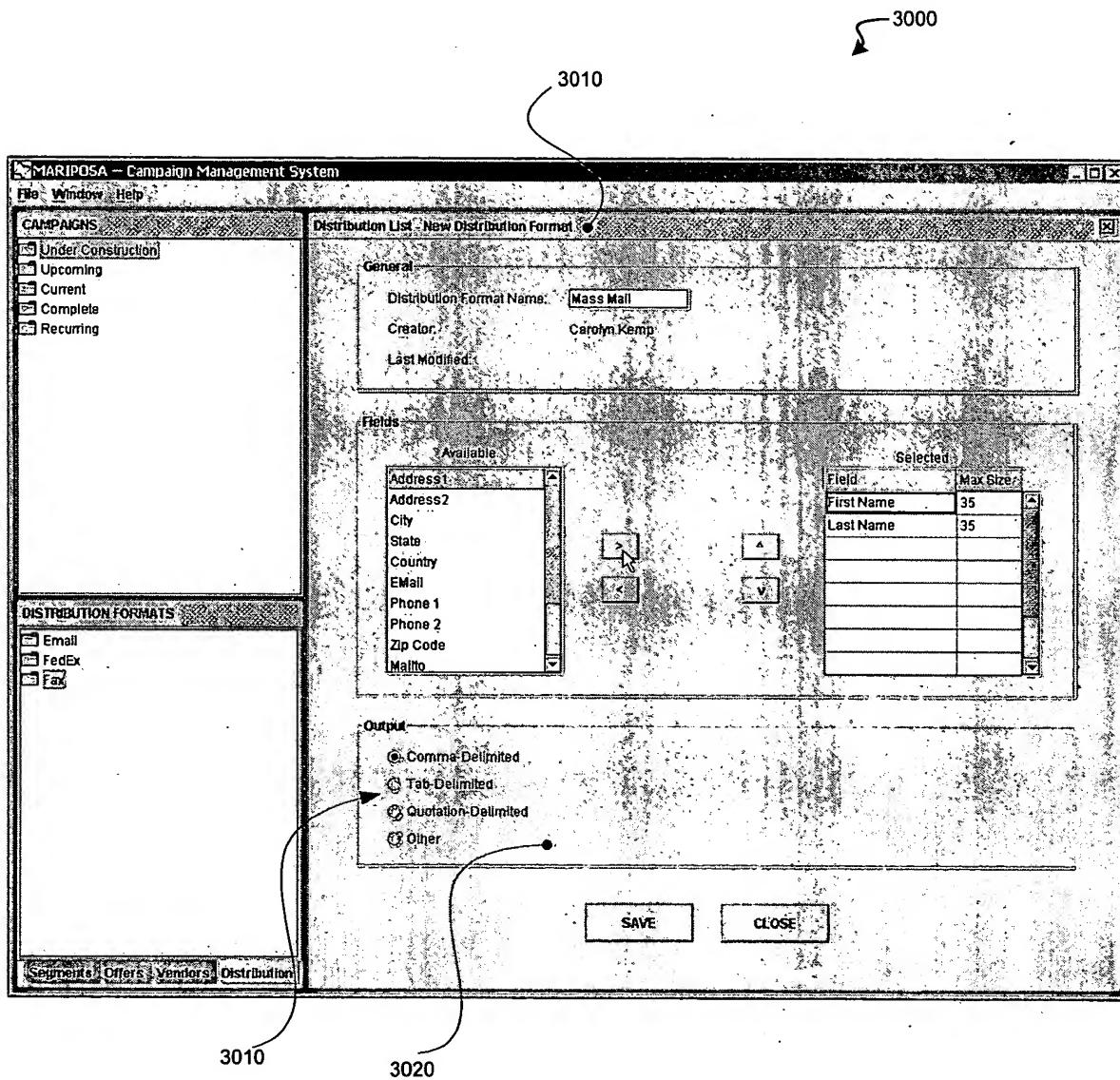


Fig. 30

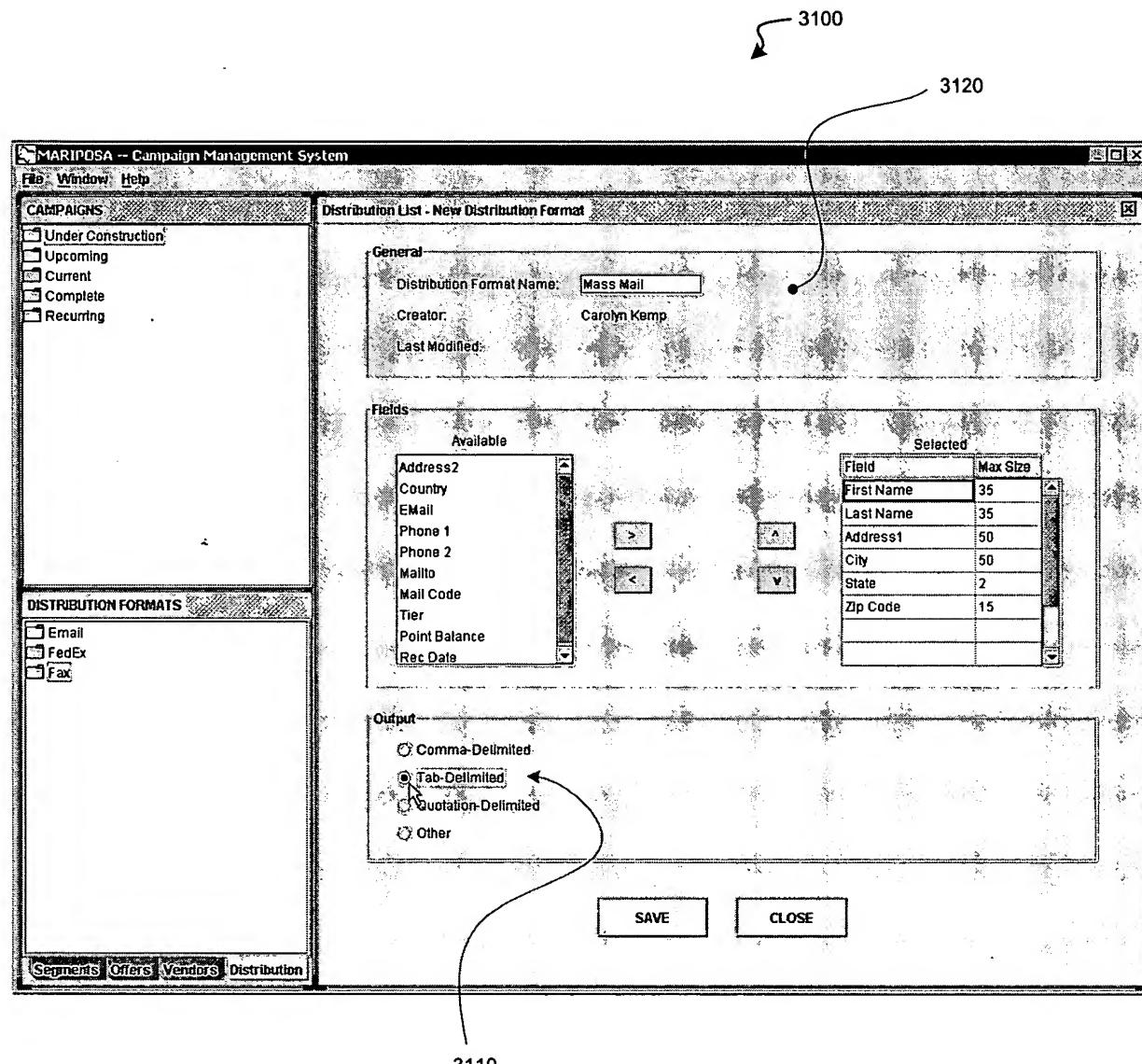


Fig. 31

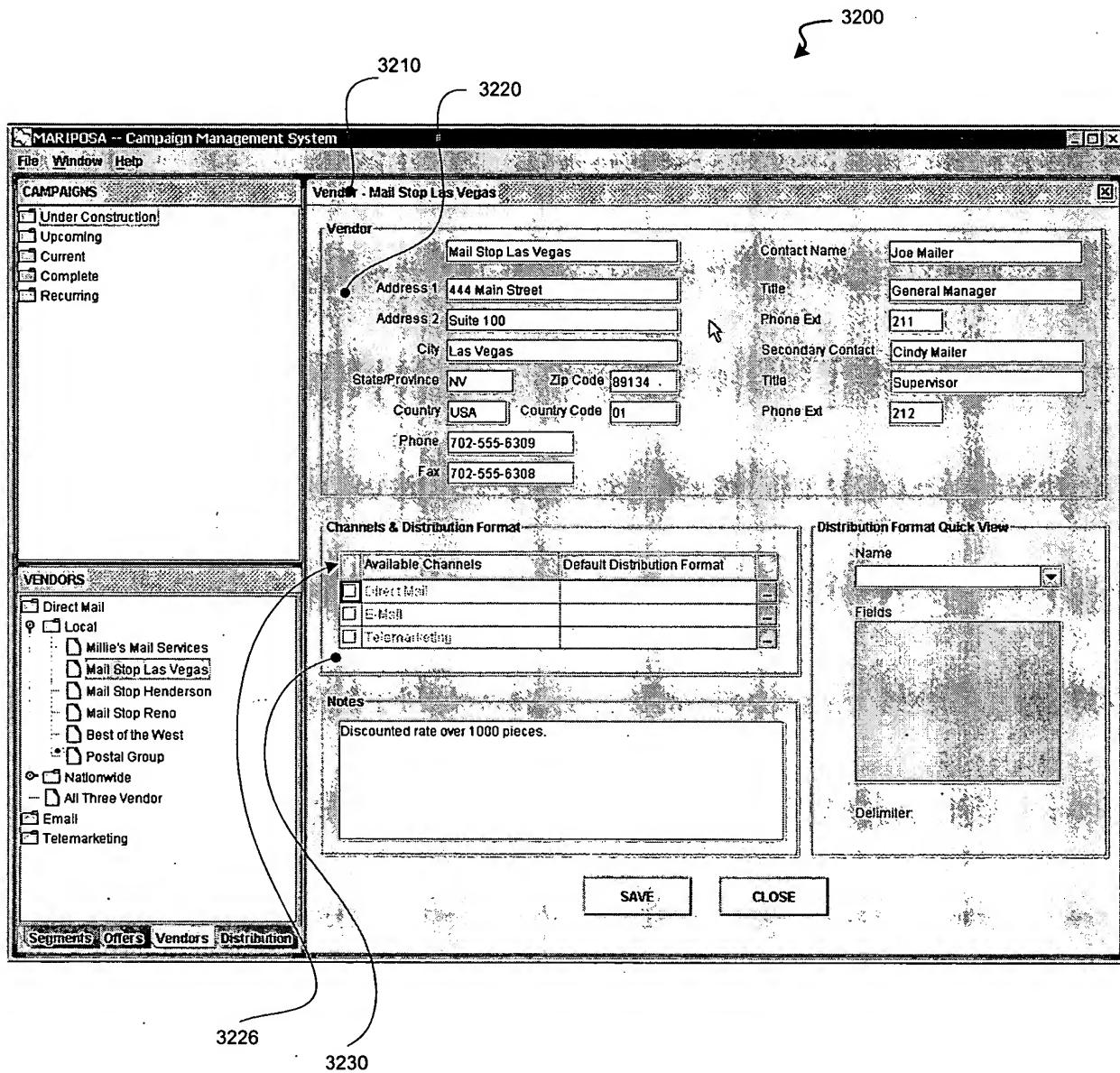


Fig. 32

3300

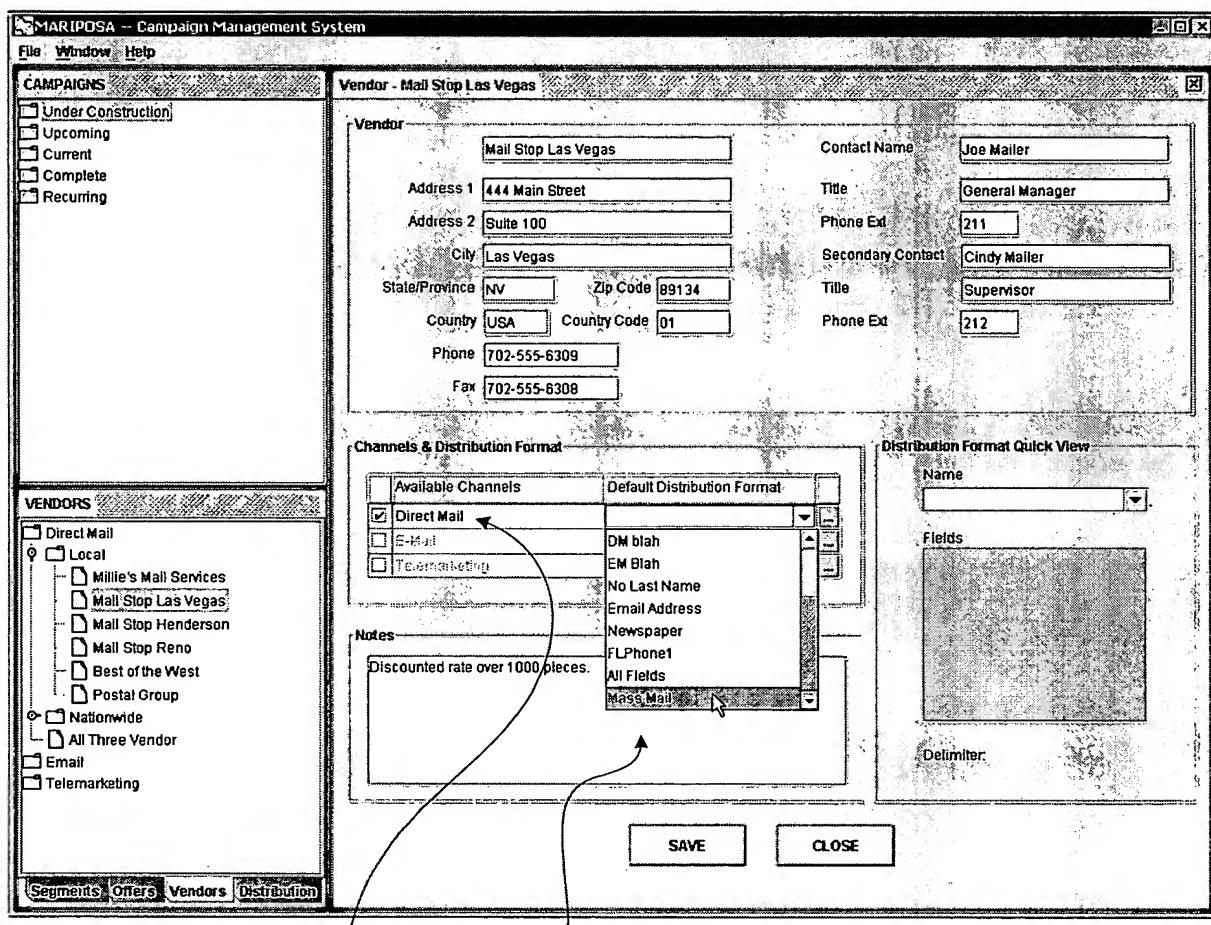


Fig. 33

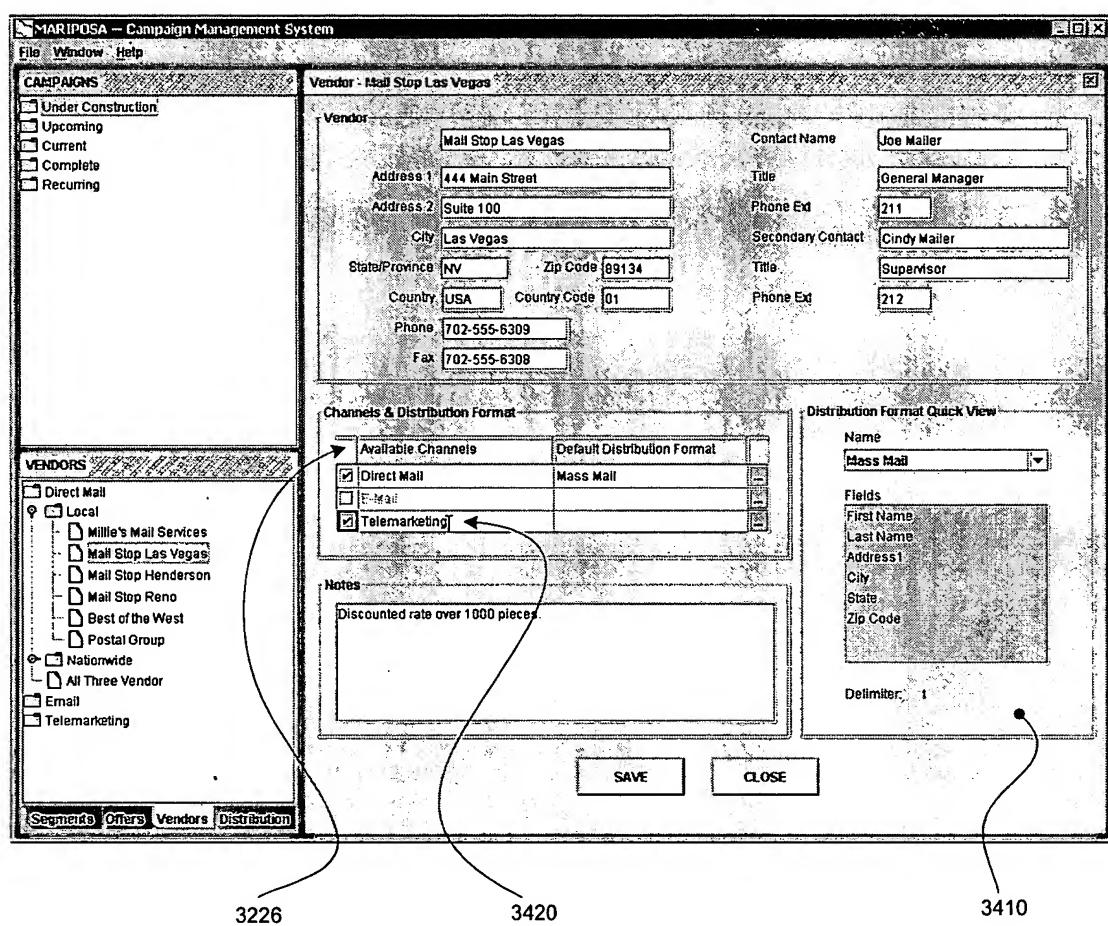


Fig. 34

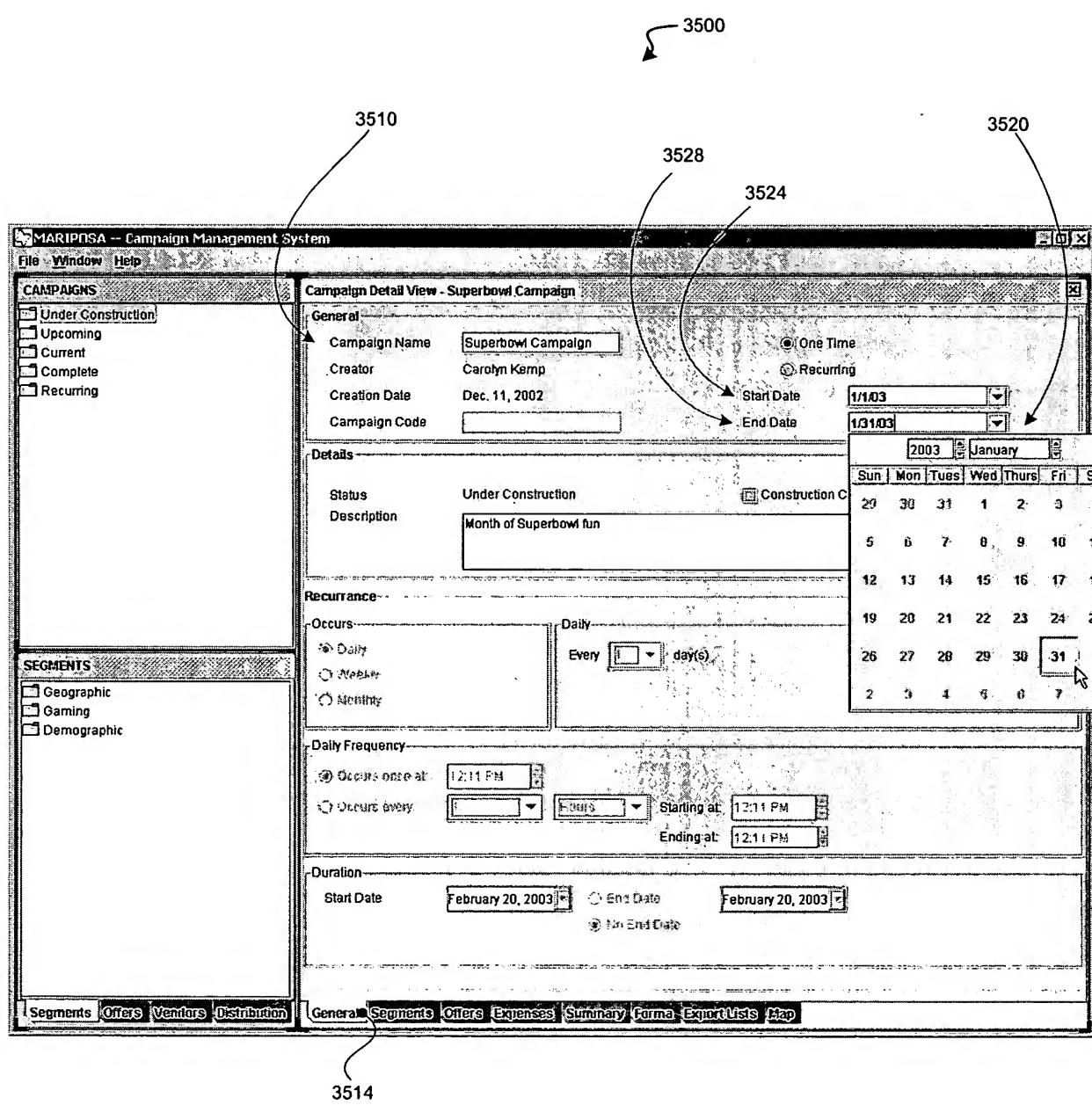


Fig. 35

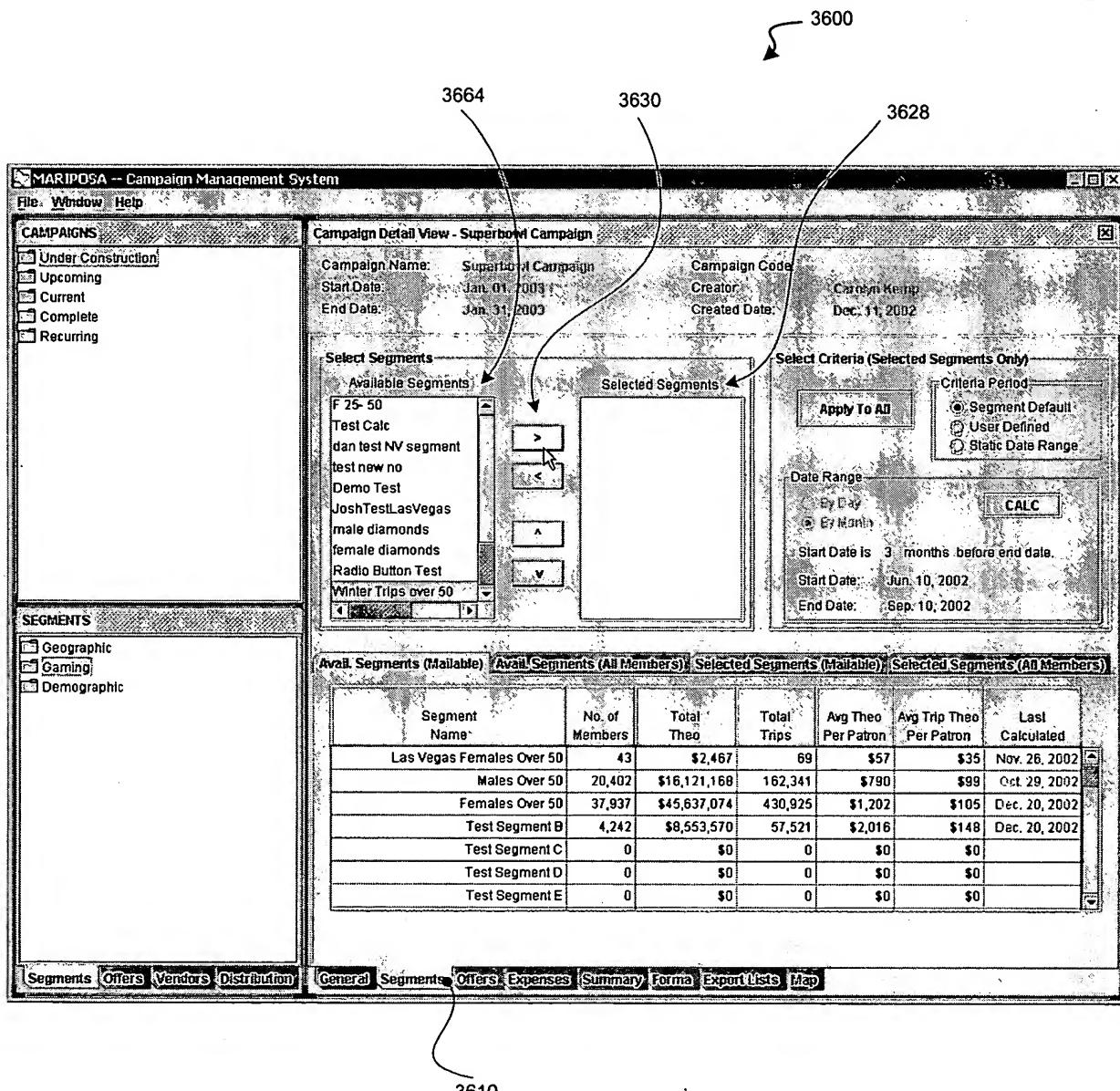


Fig. 36

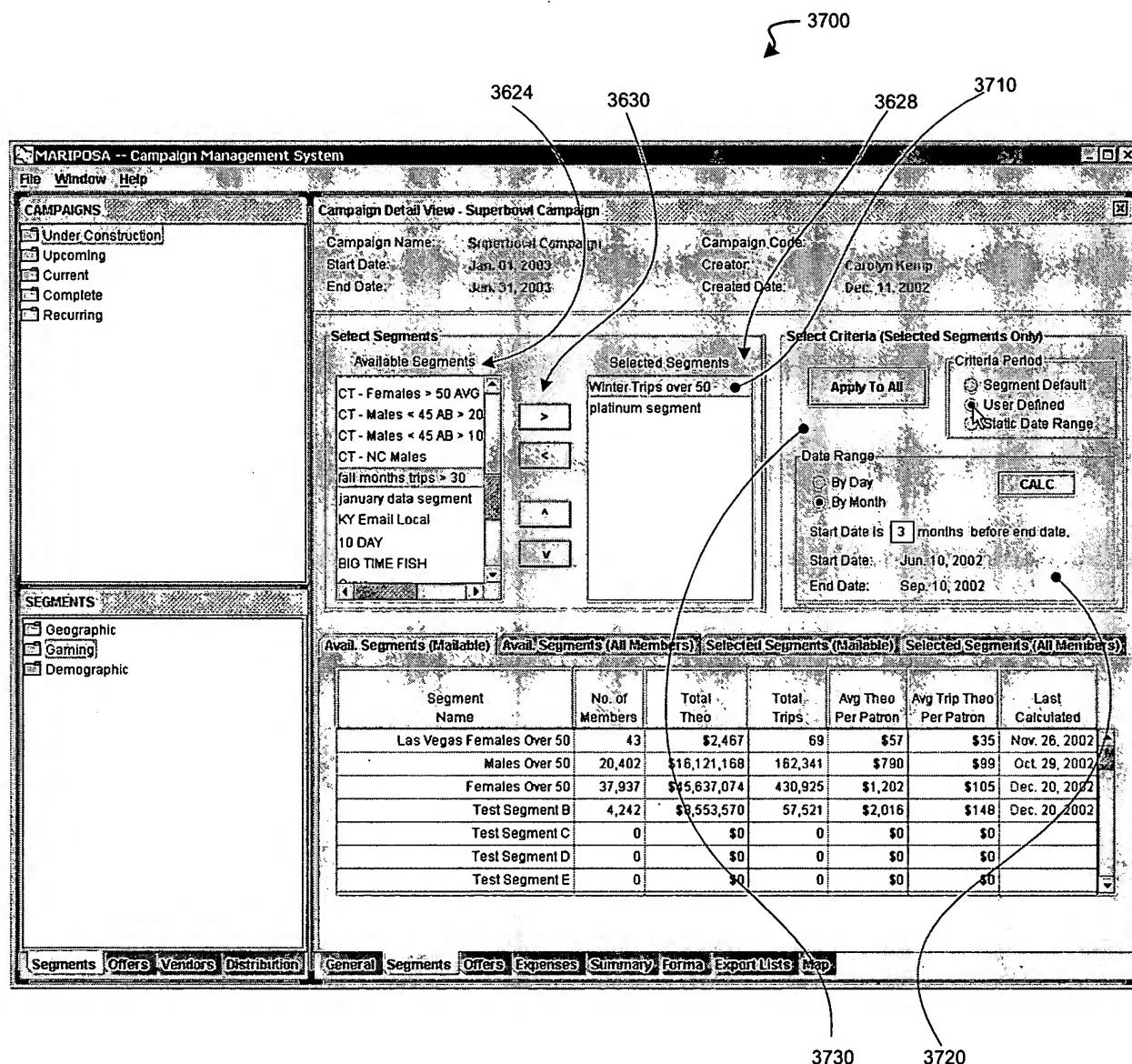
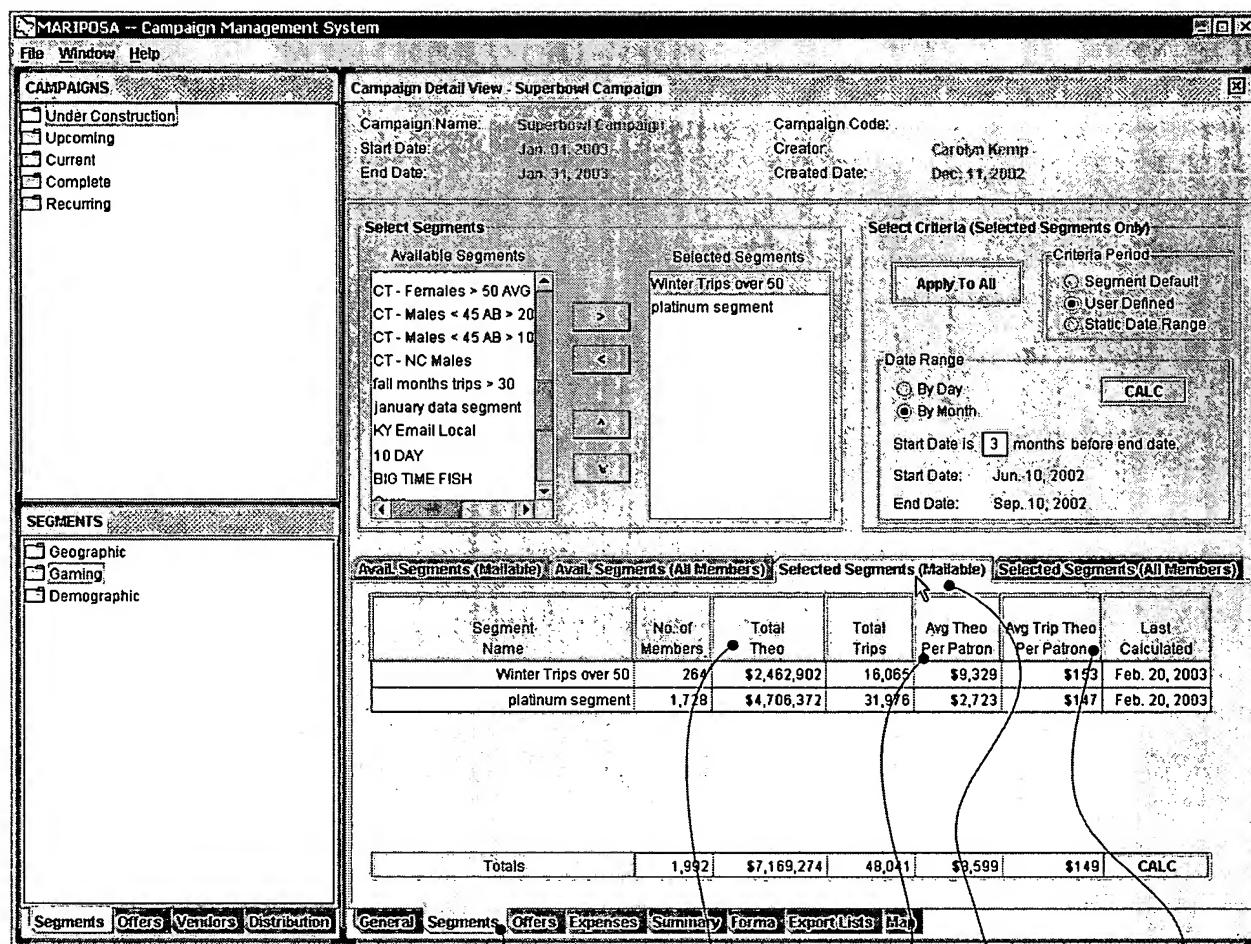


Fig. 37

3800



3610

3820

3830

3810

3834

Fig. 38

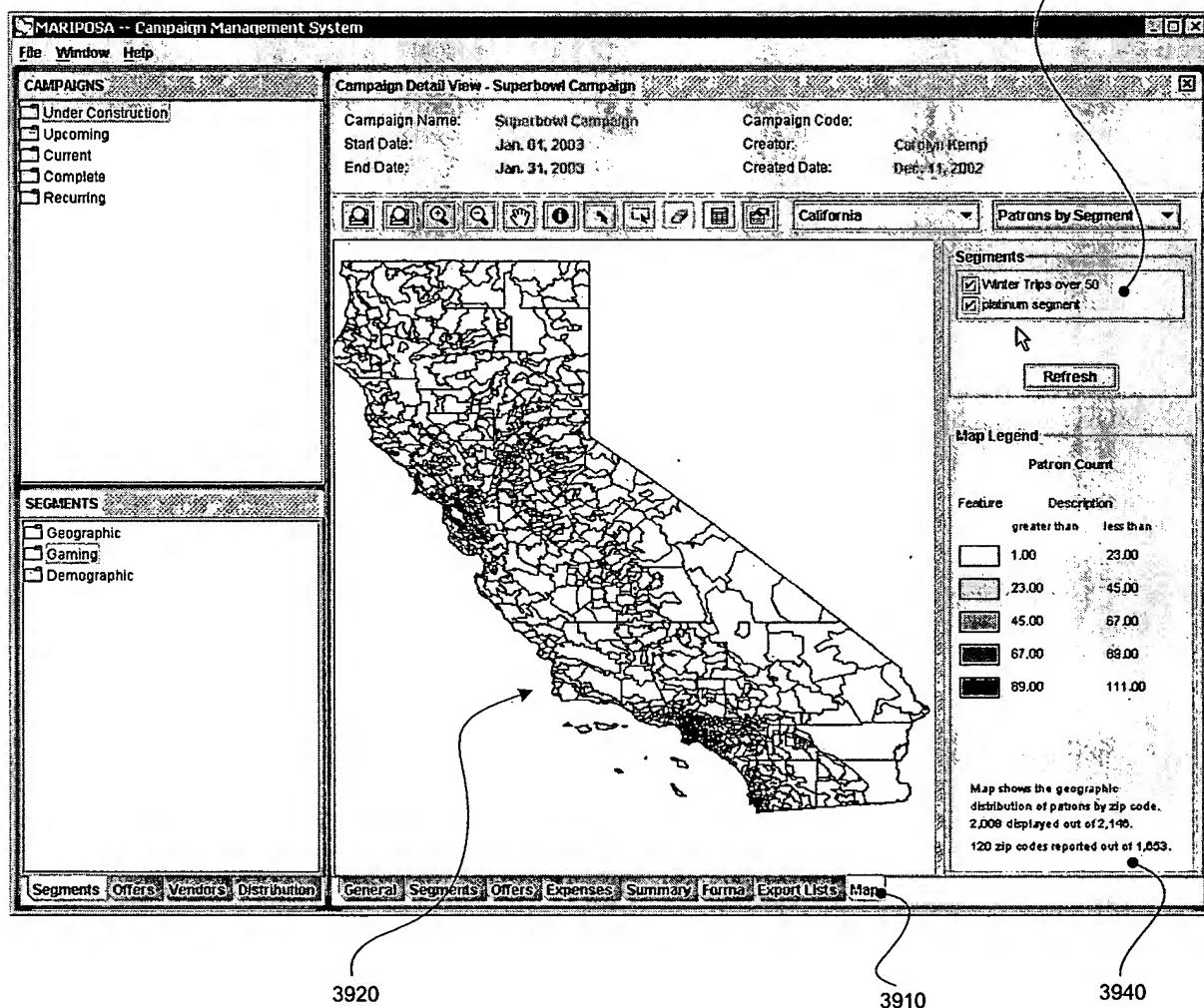


Fig. 39

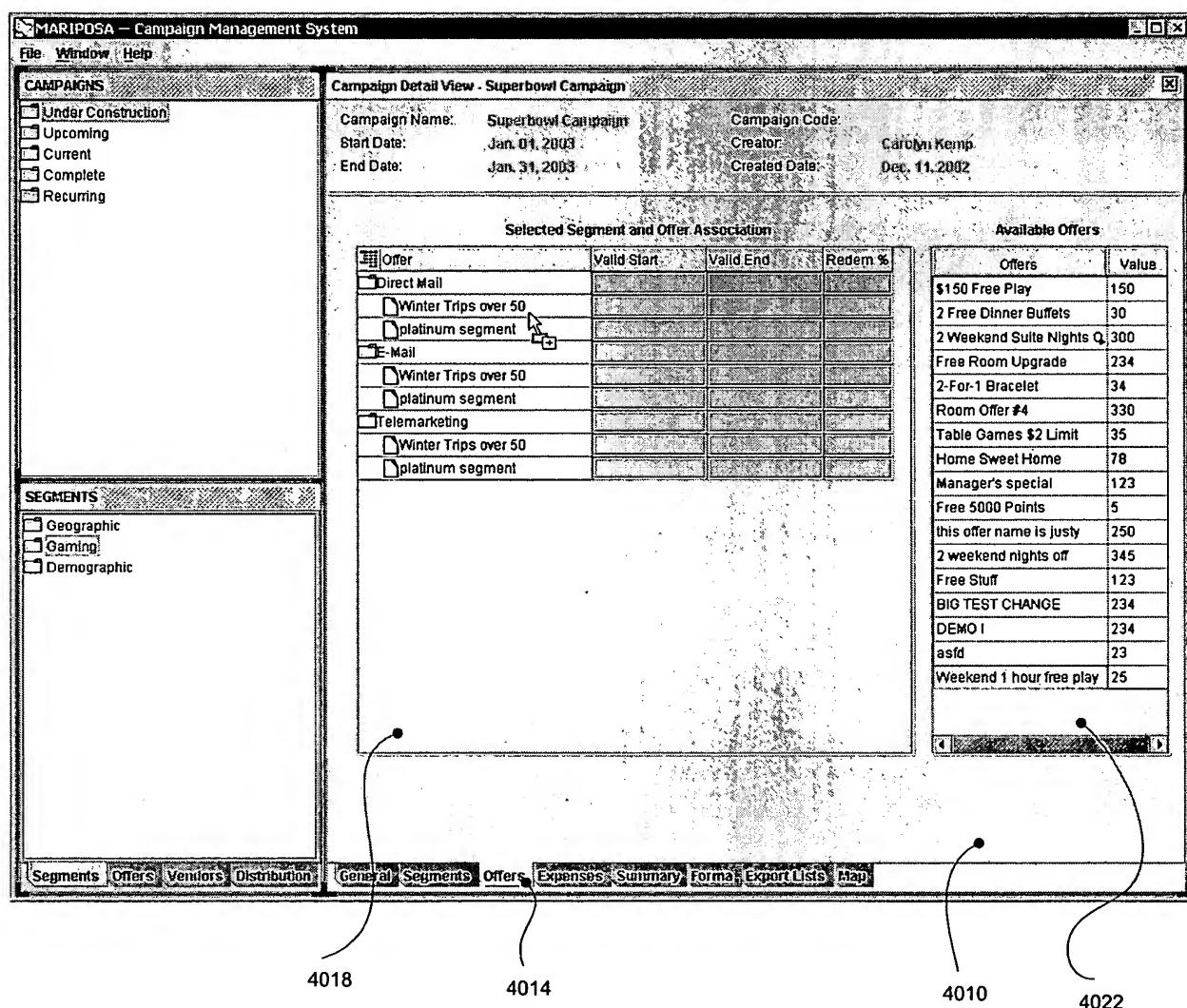


Fig. 40

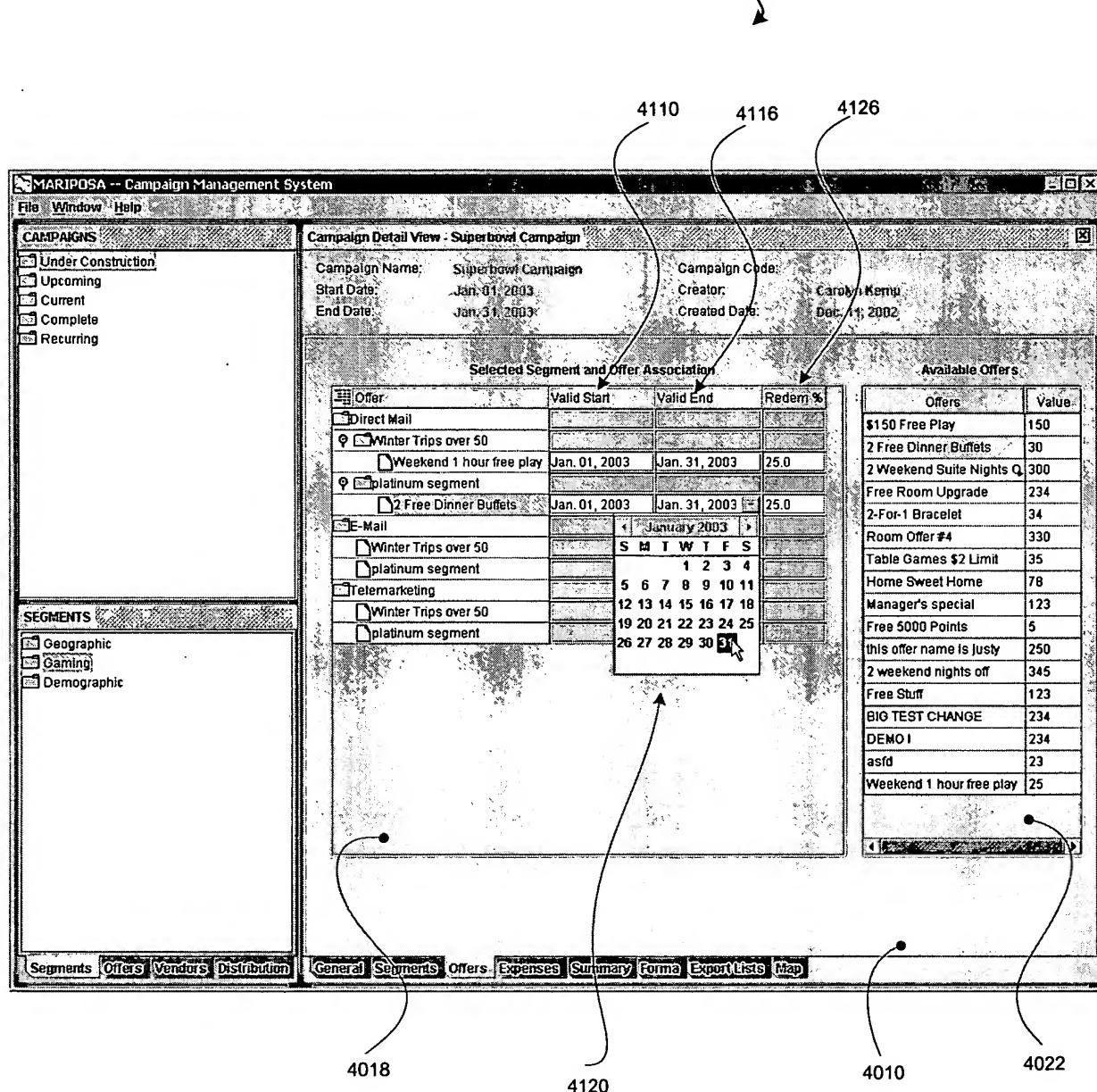


Fig. 41

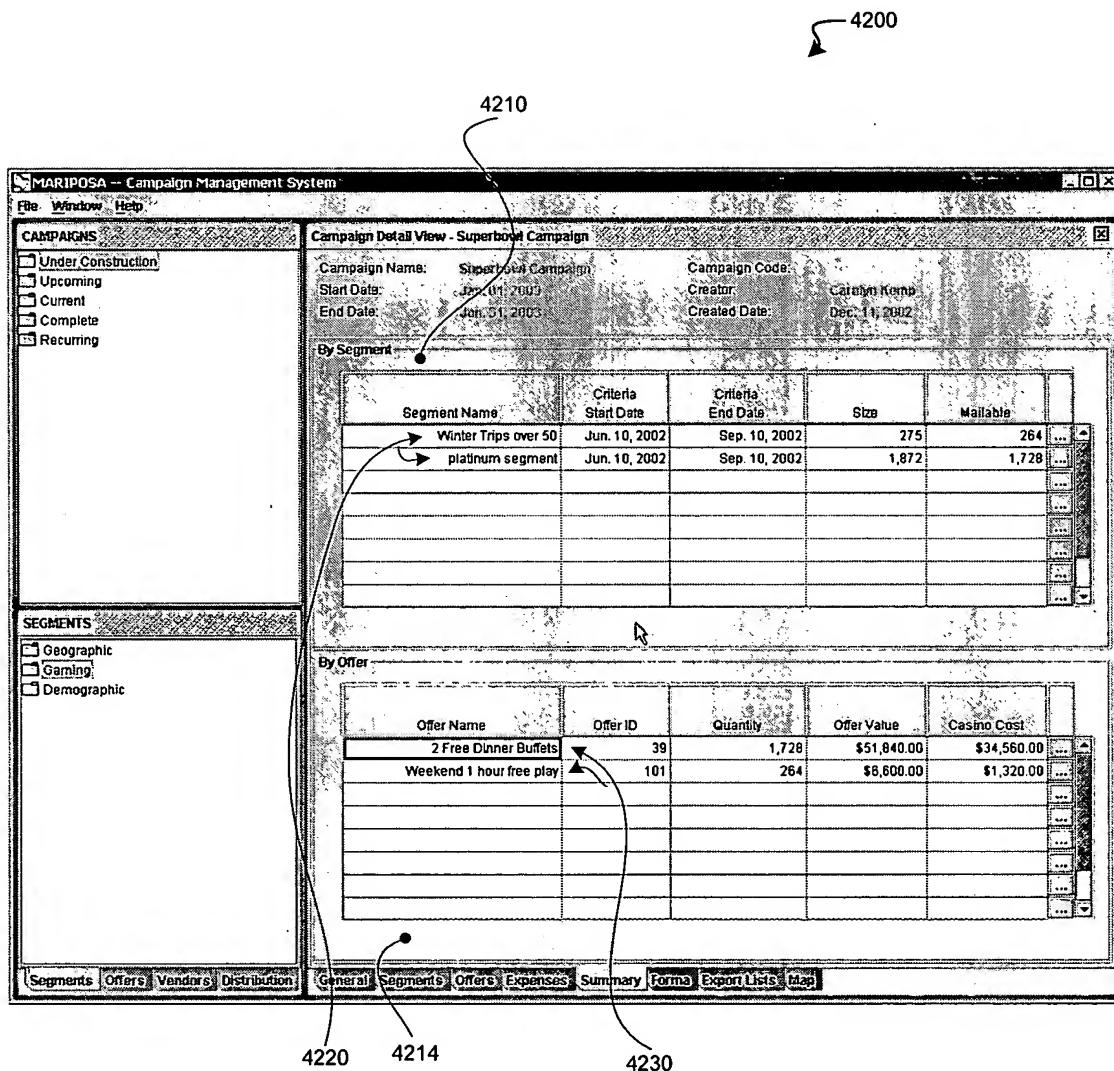


Fig. 42

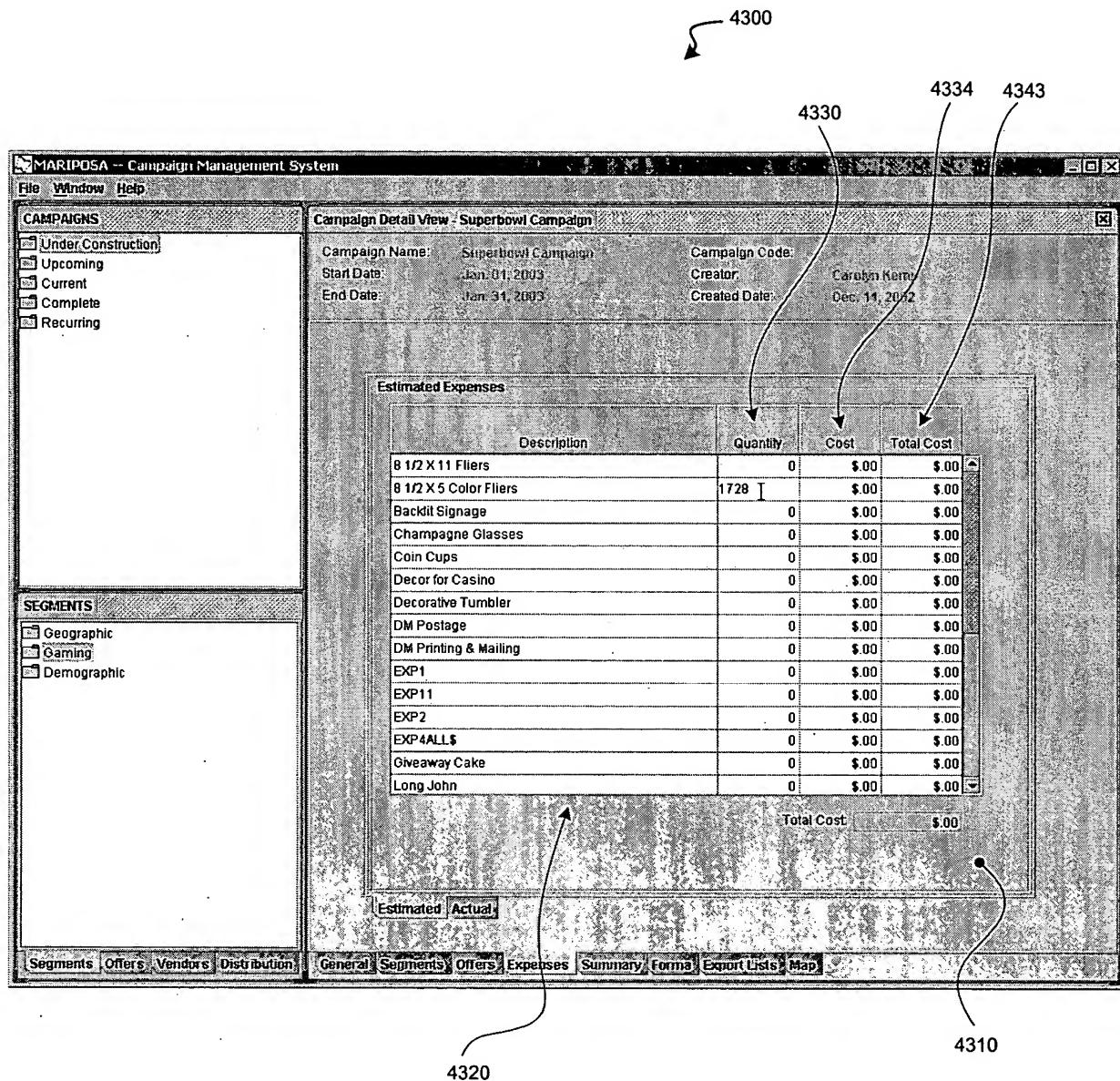


Fig. 43

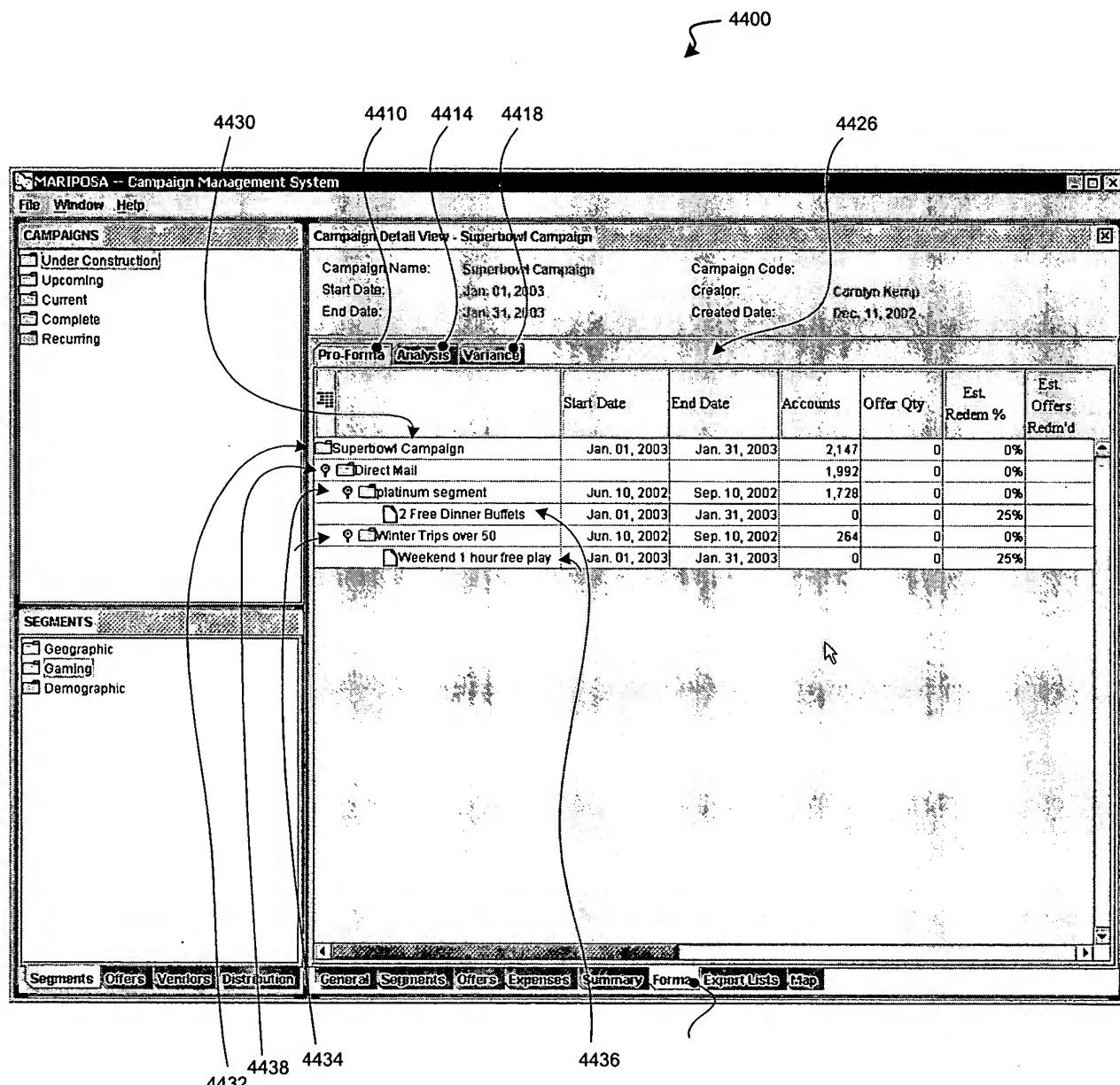


Fig. 44

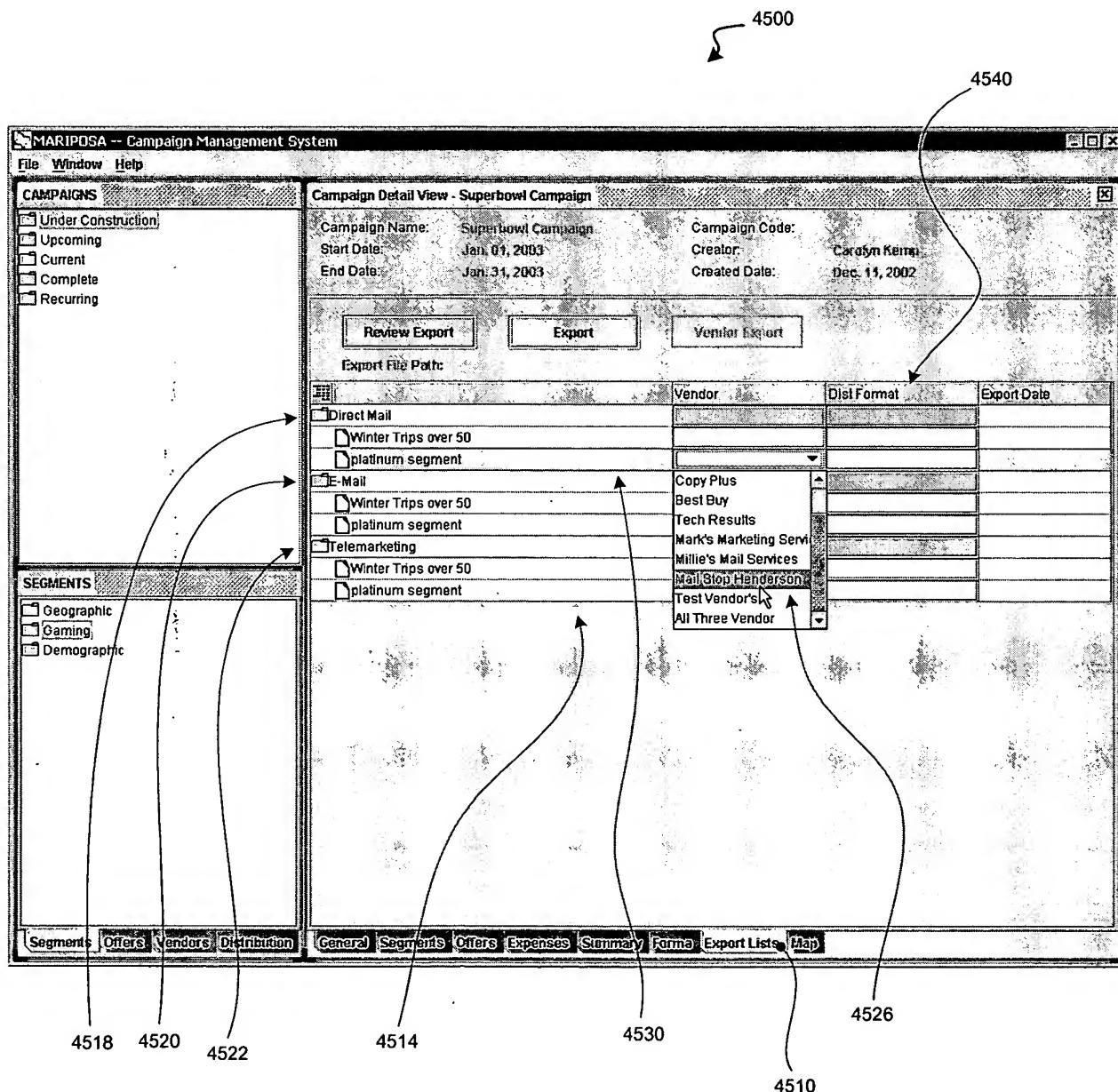


Fig. 45

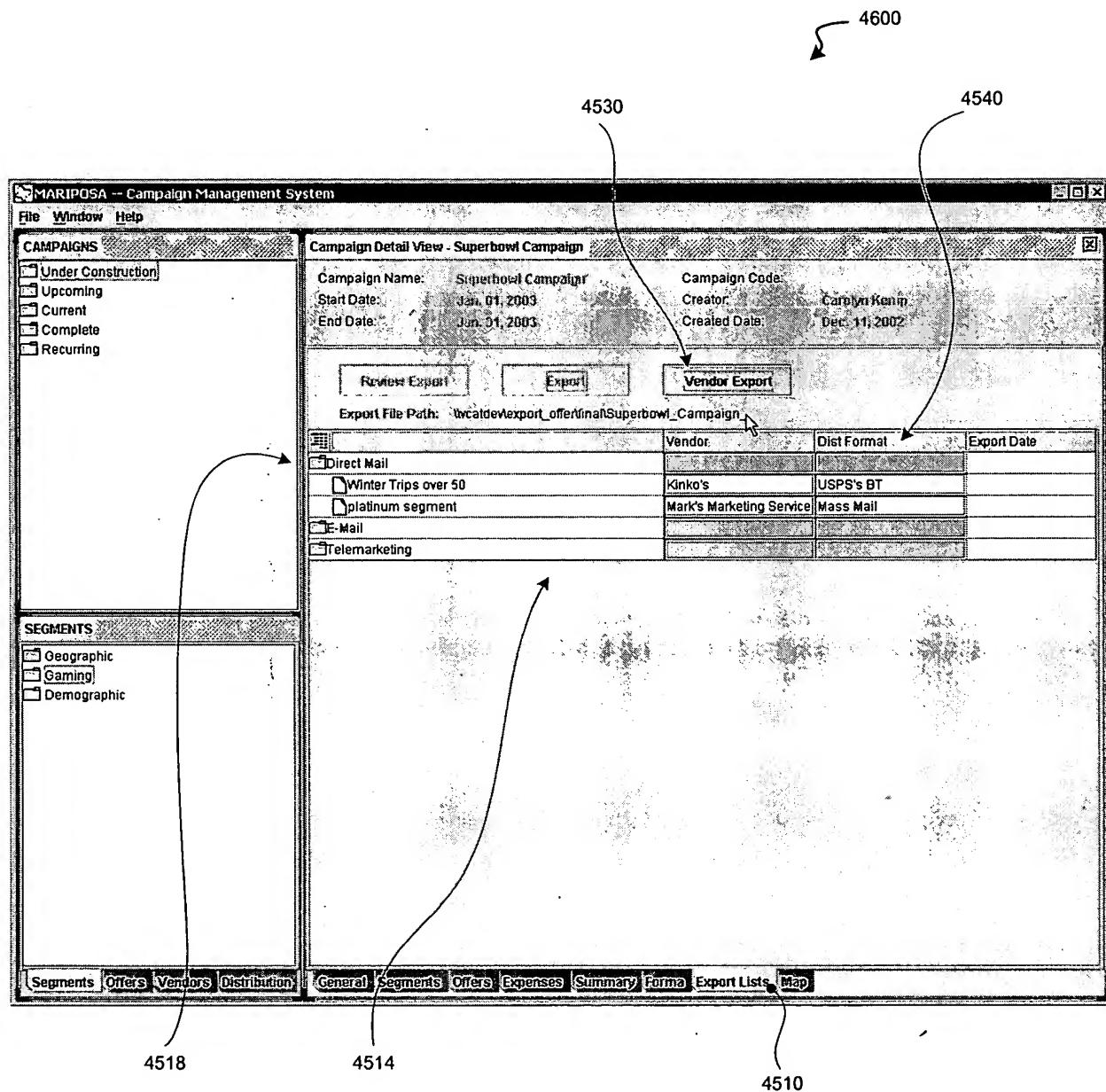


Fig. 46

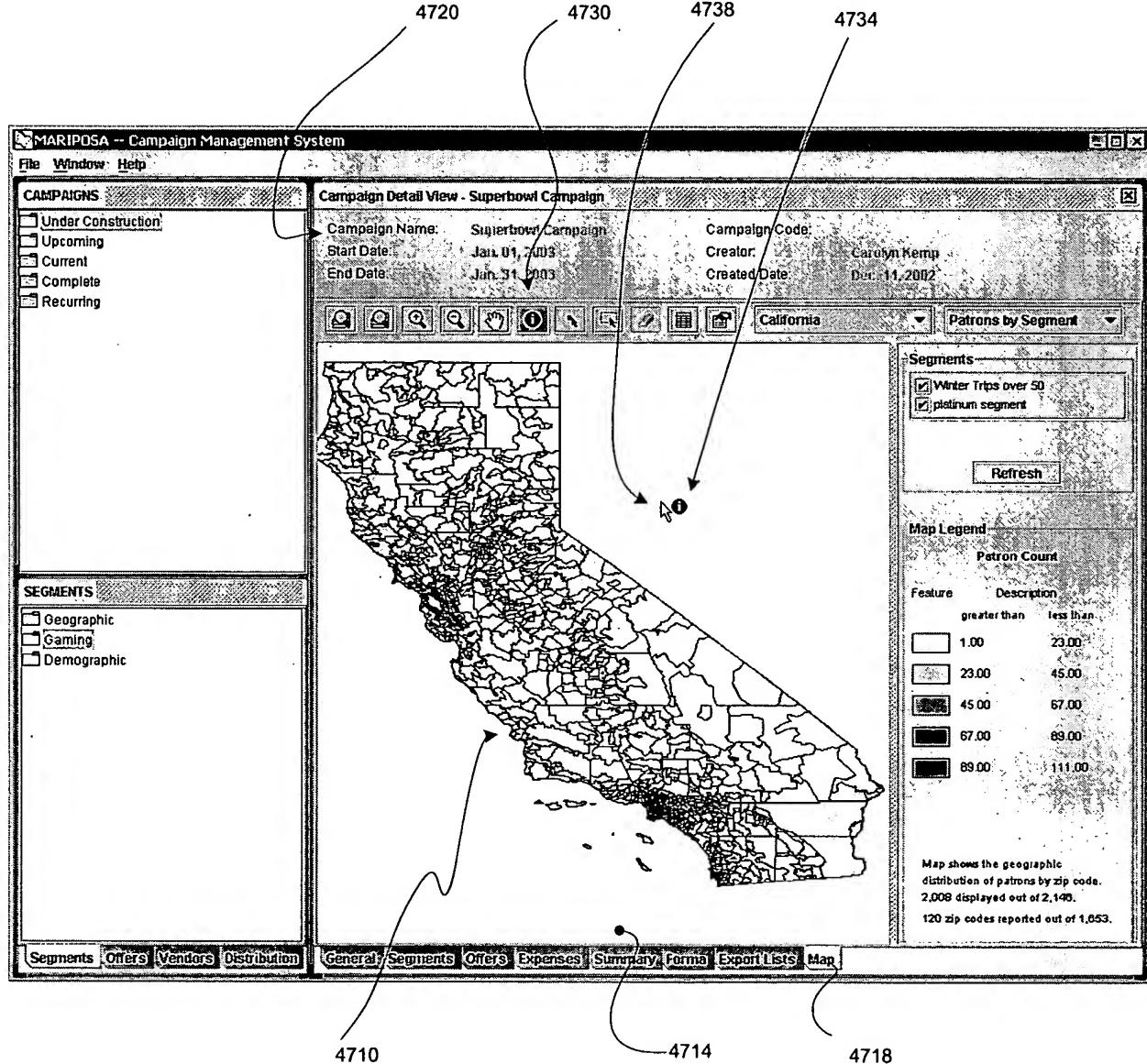


Fig. 47

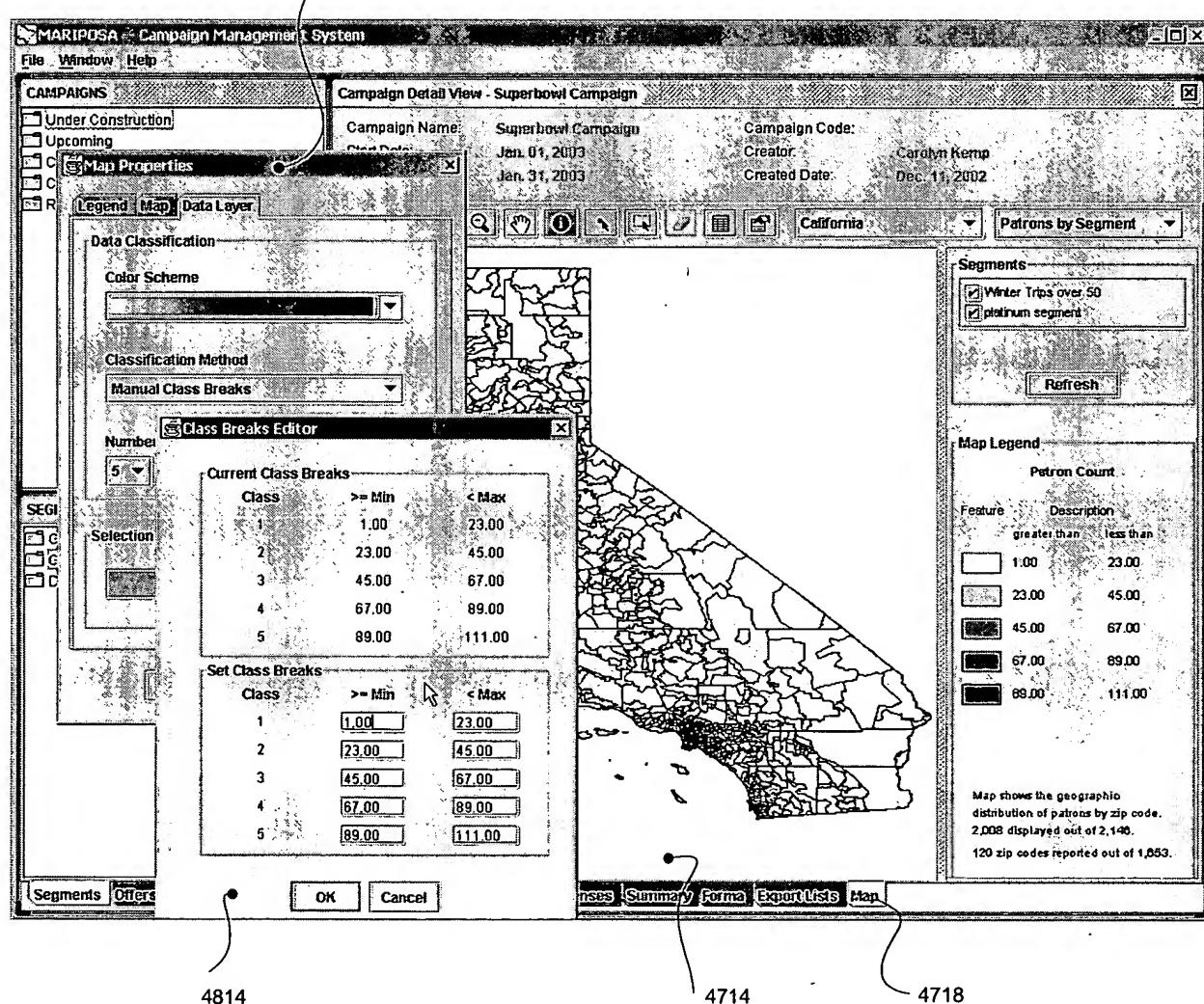


Fig. 48

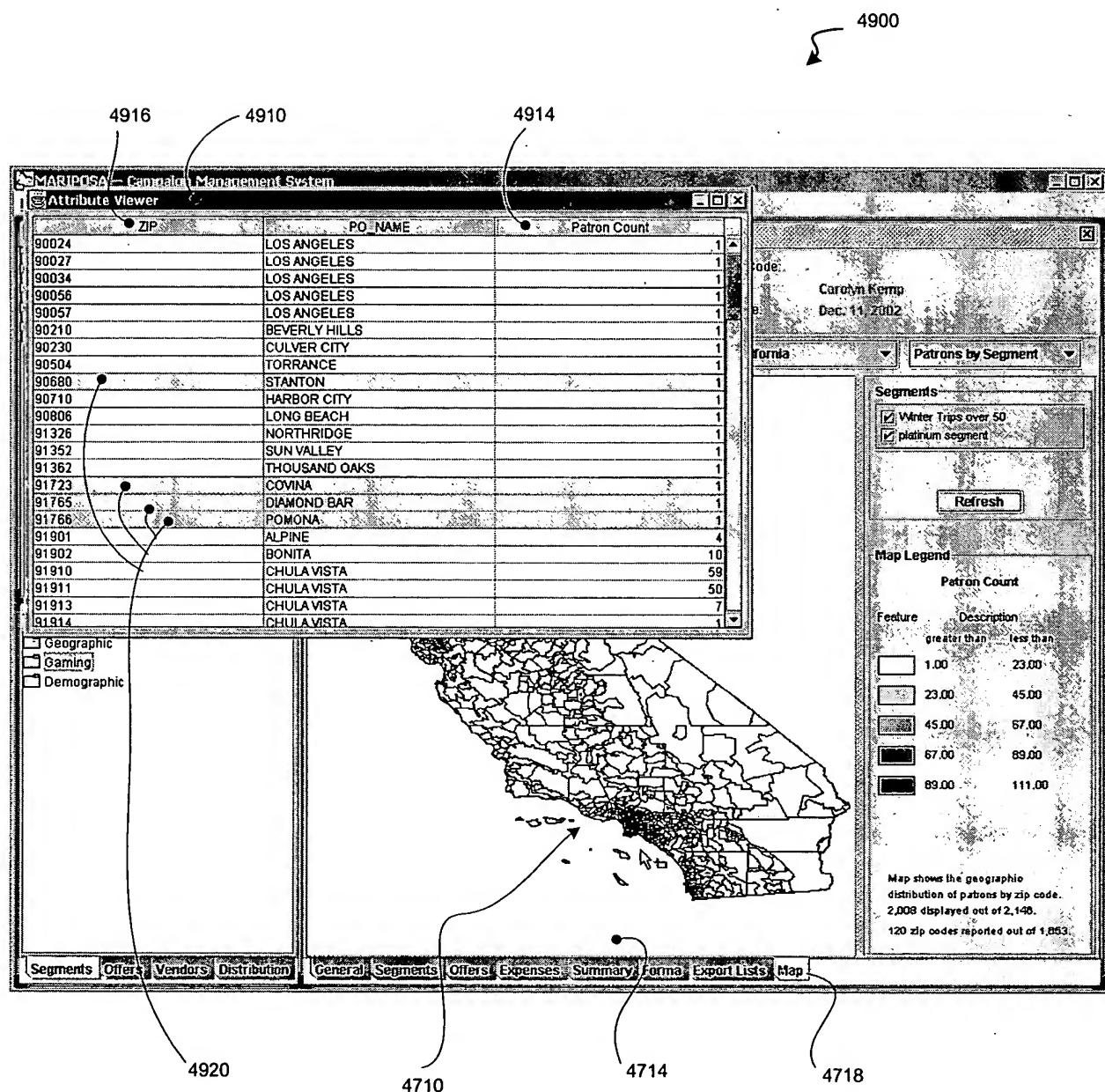


Fig. 49

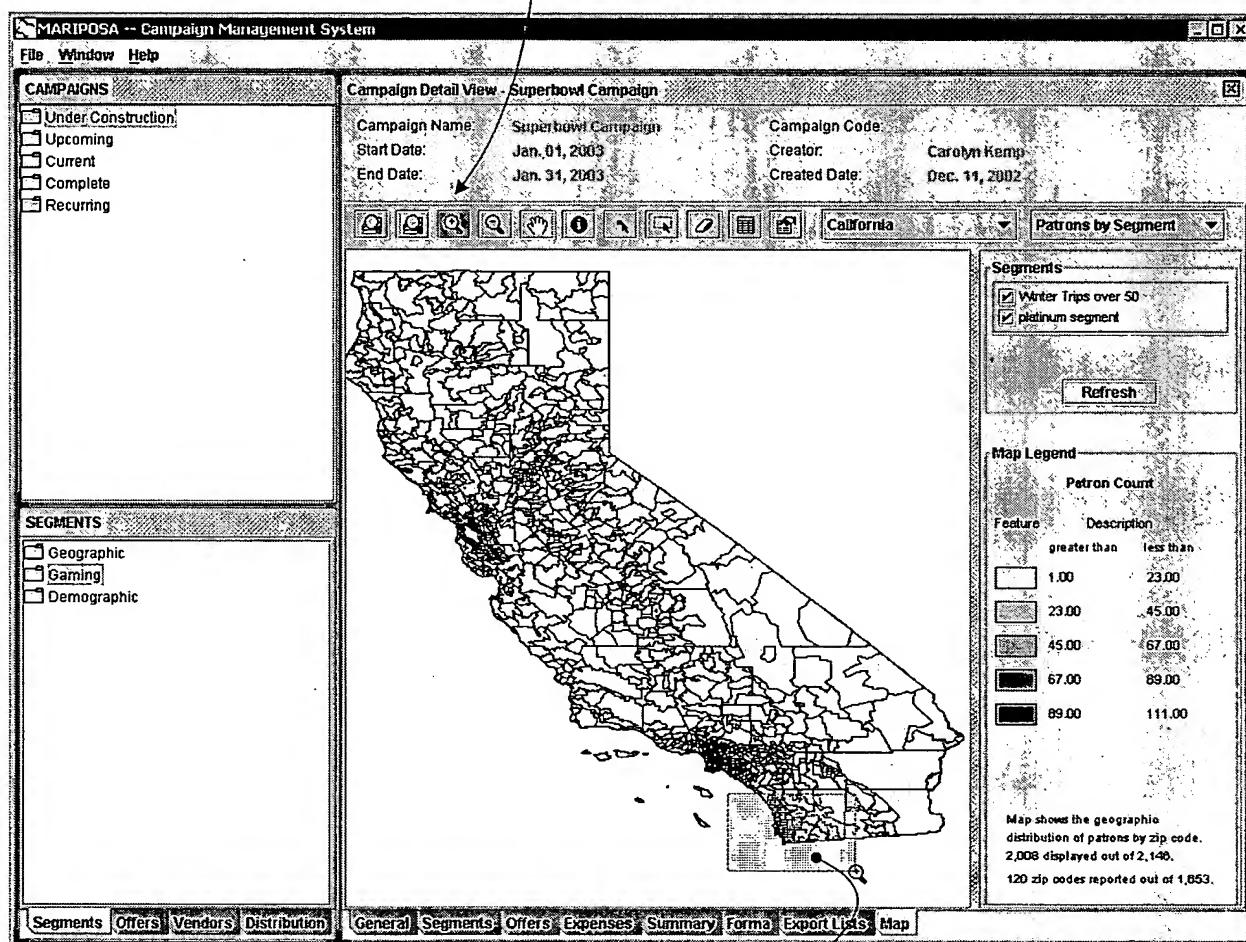


Fig. 50

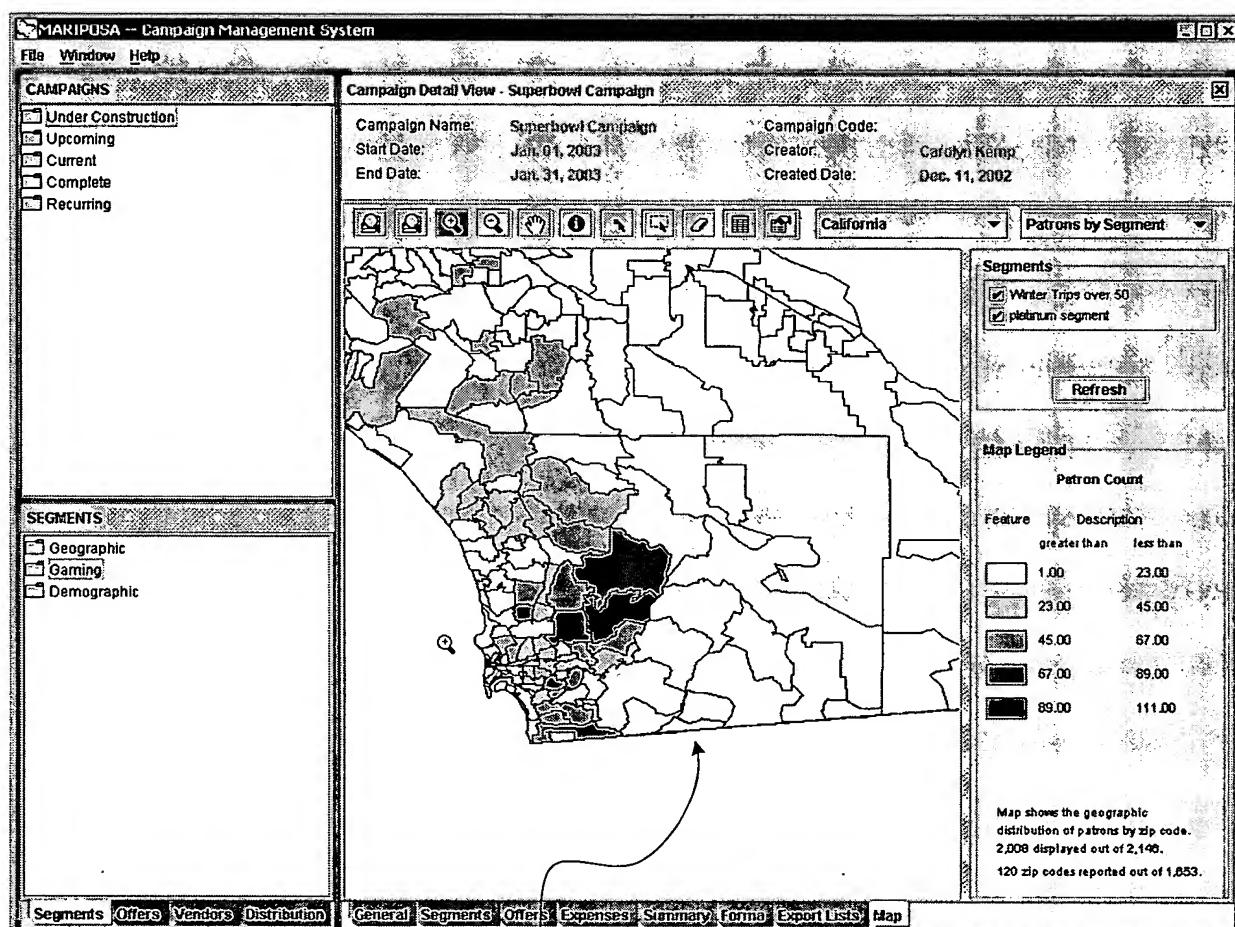


Fig. 51

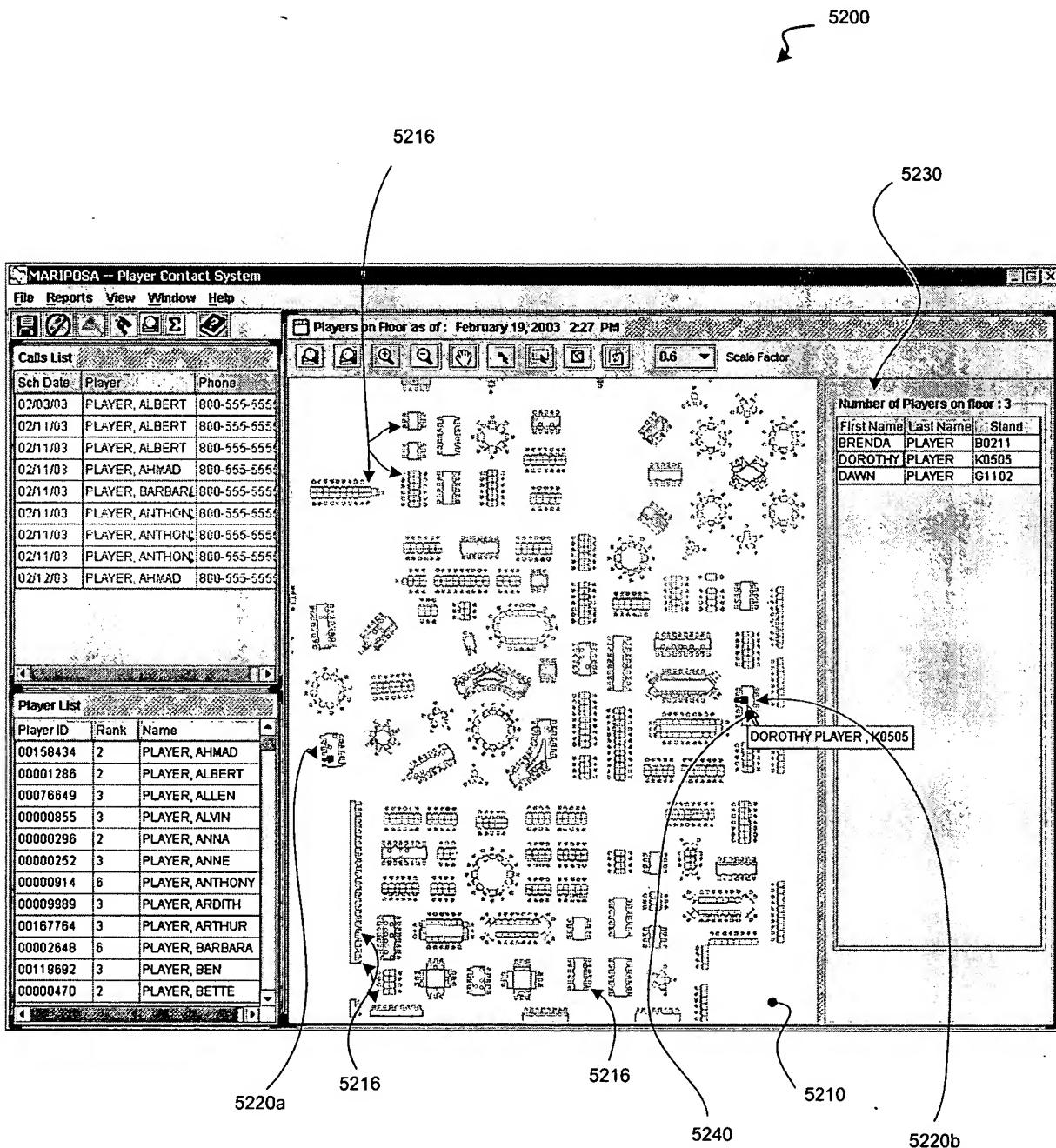


Fig. 52

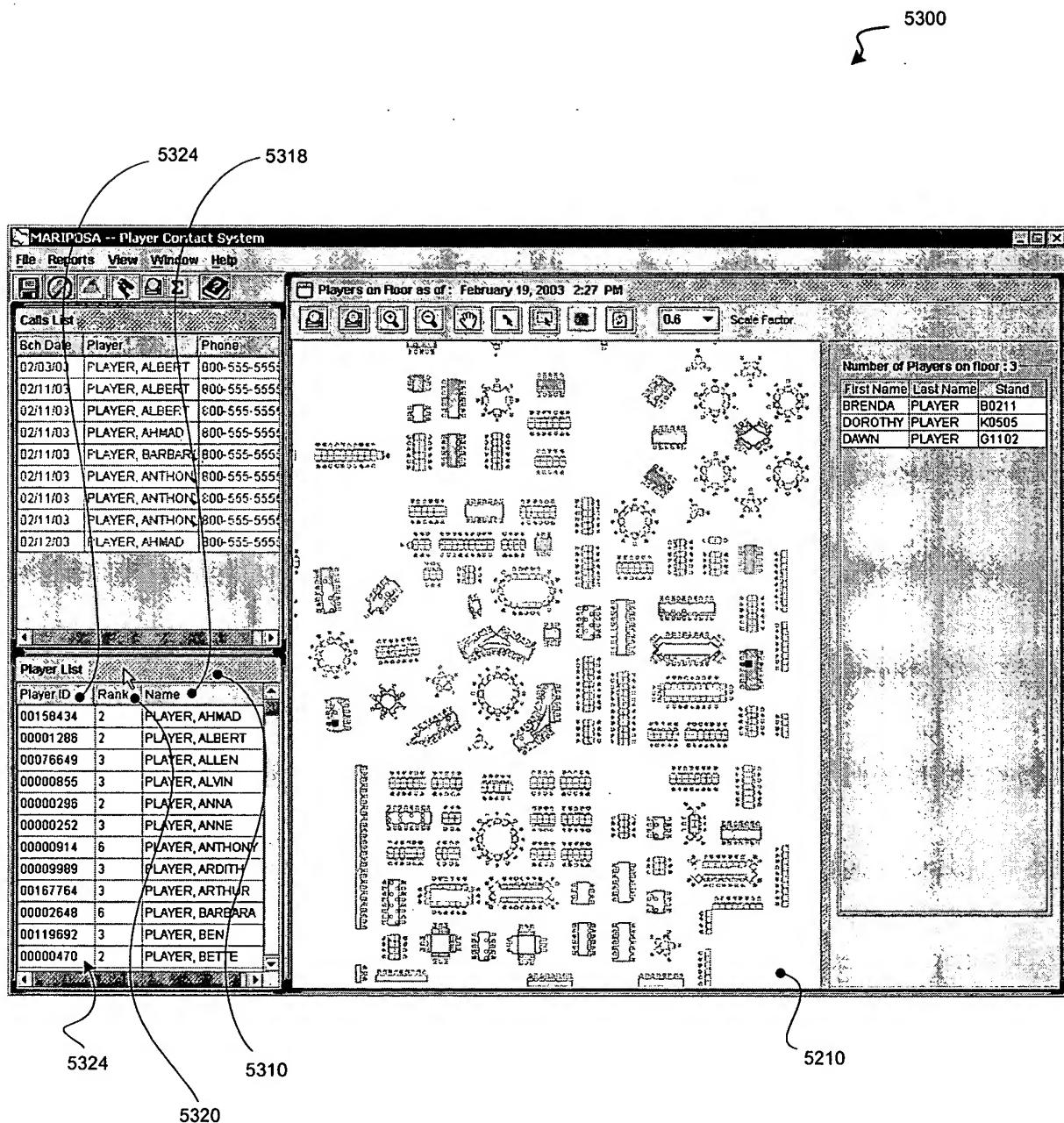


Fig. 53

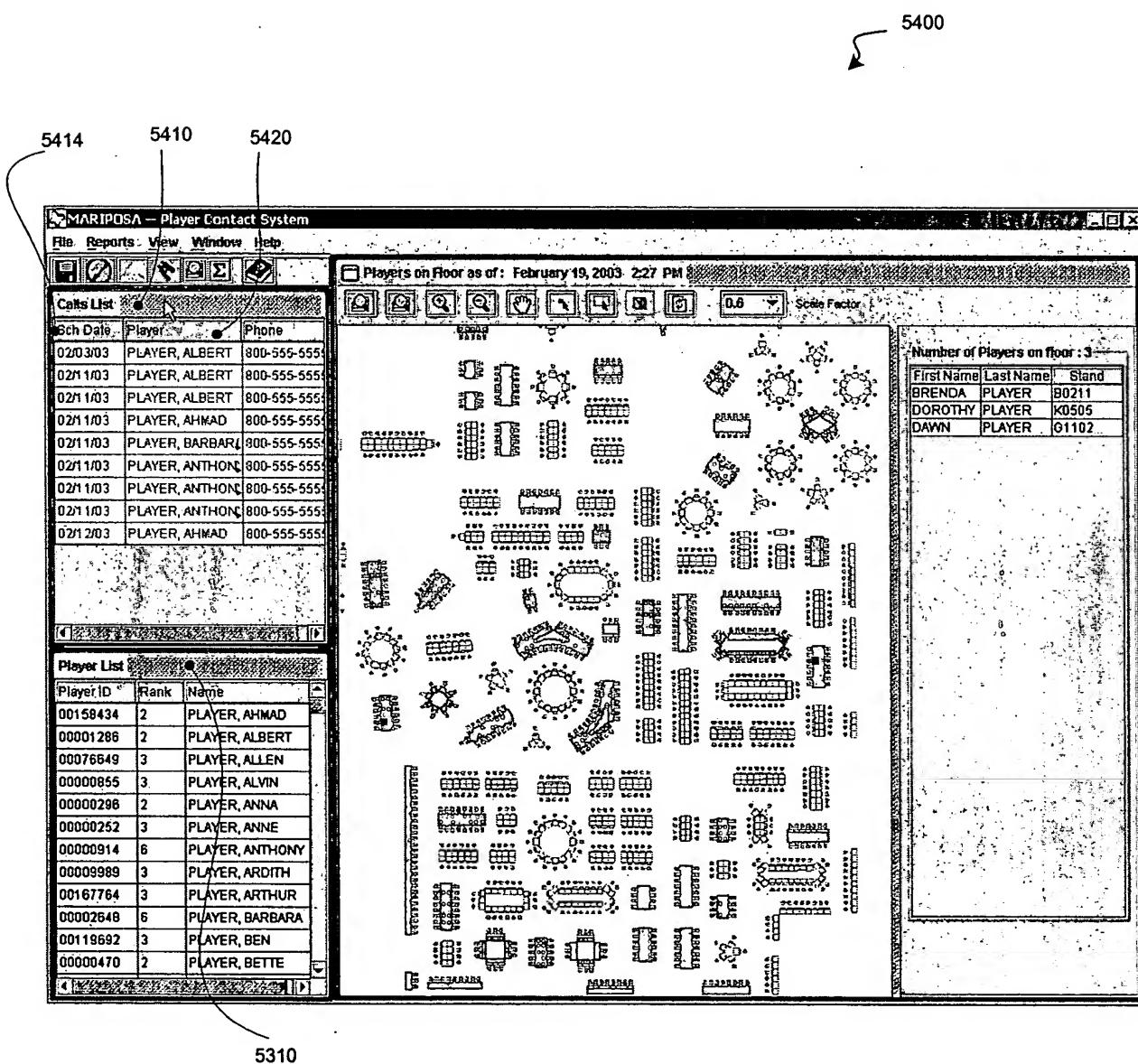


Fig. 54

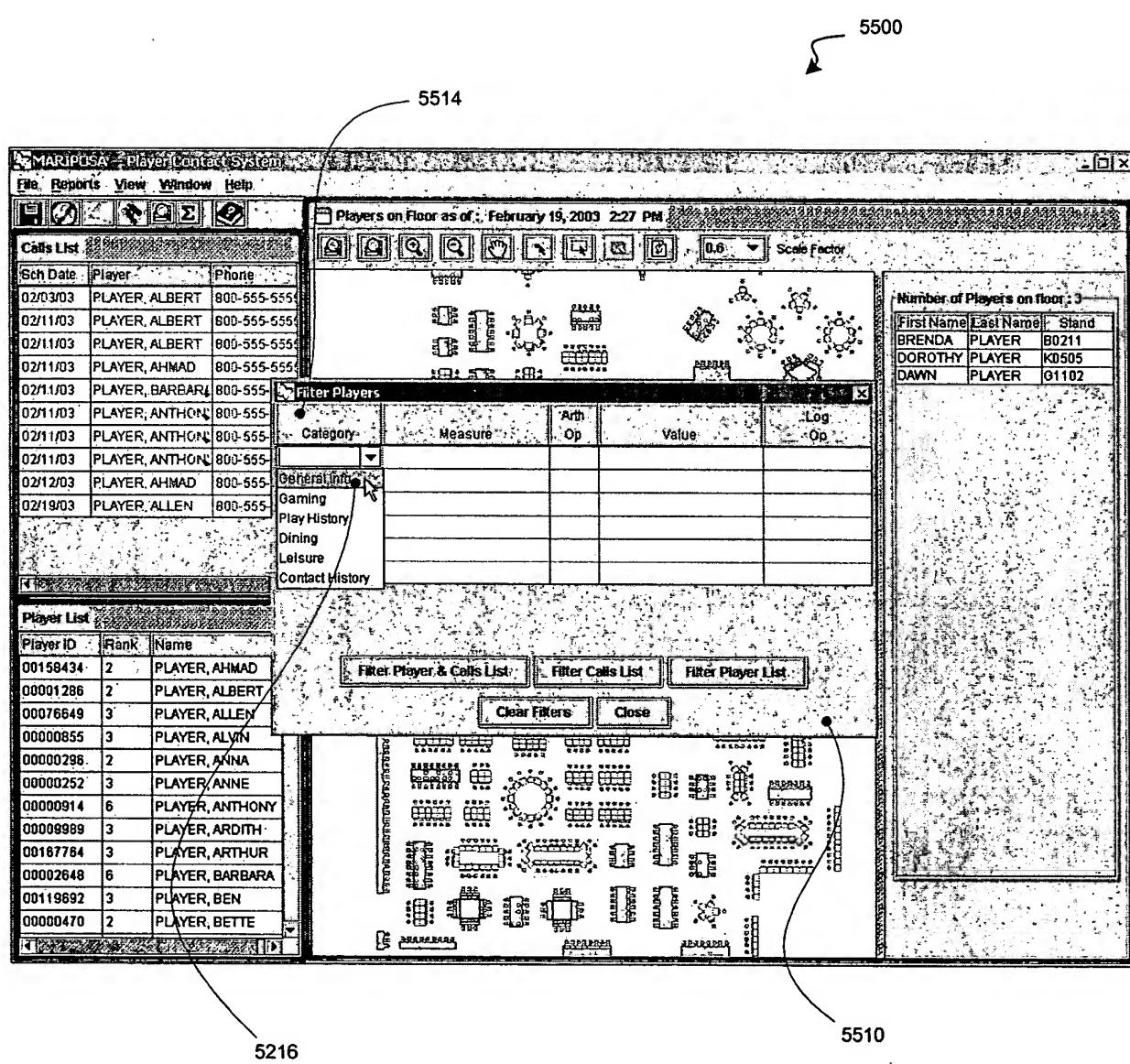


Fig. 55A

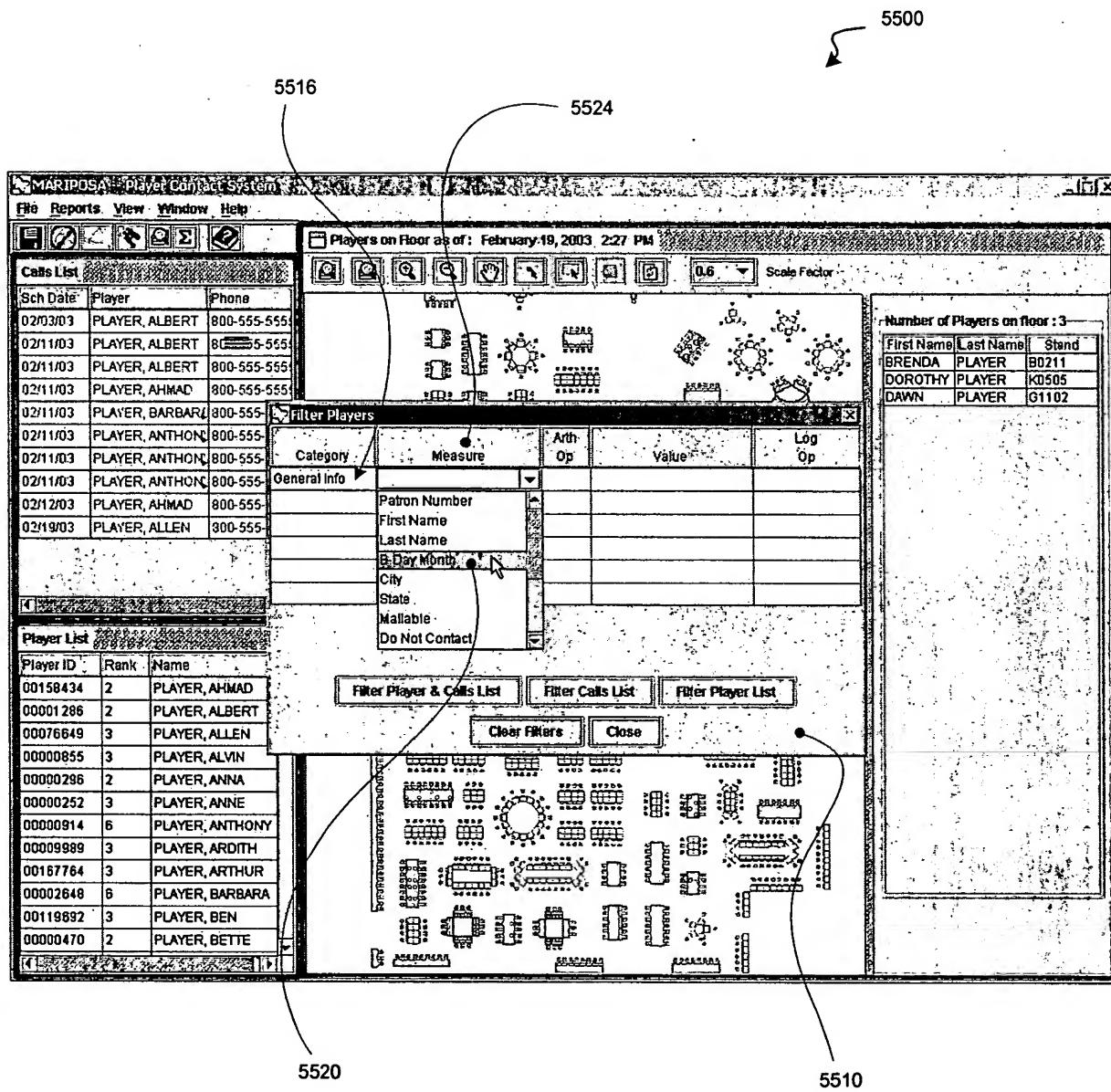


Fig. 55B

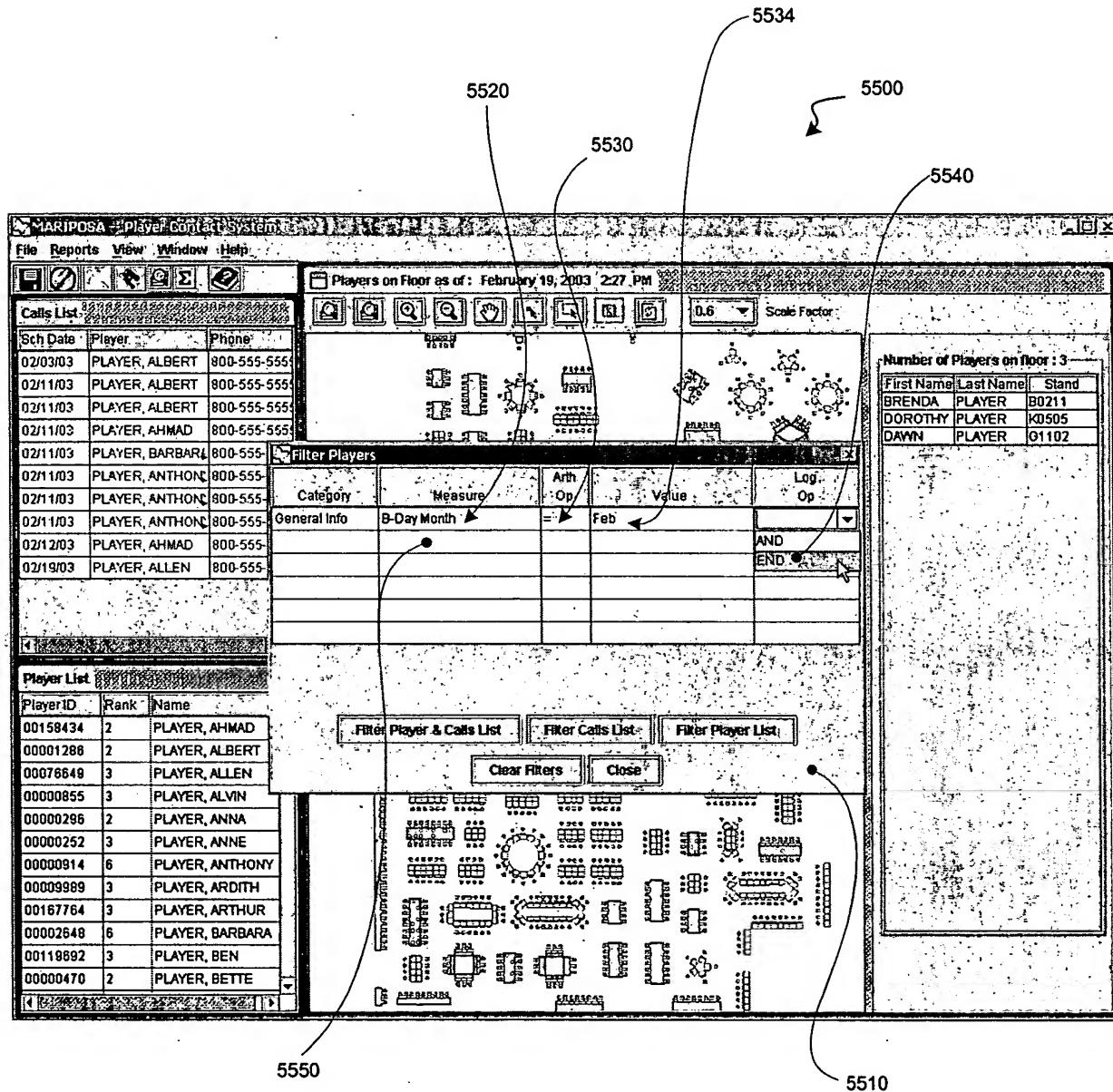


Fig. 55C

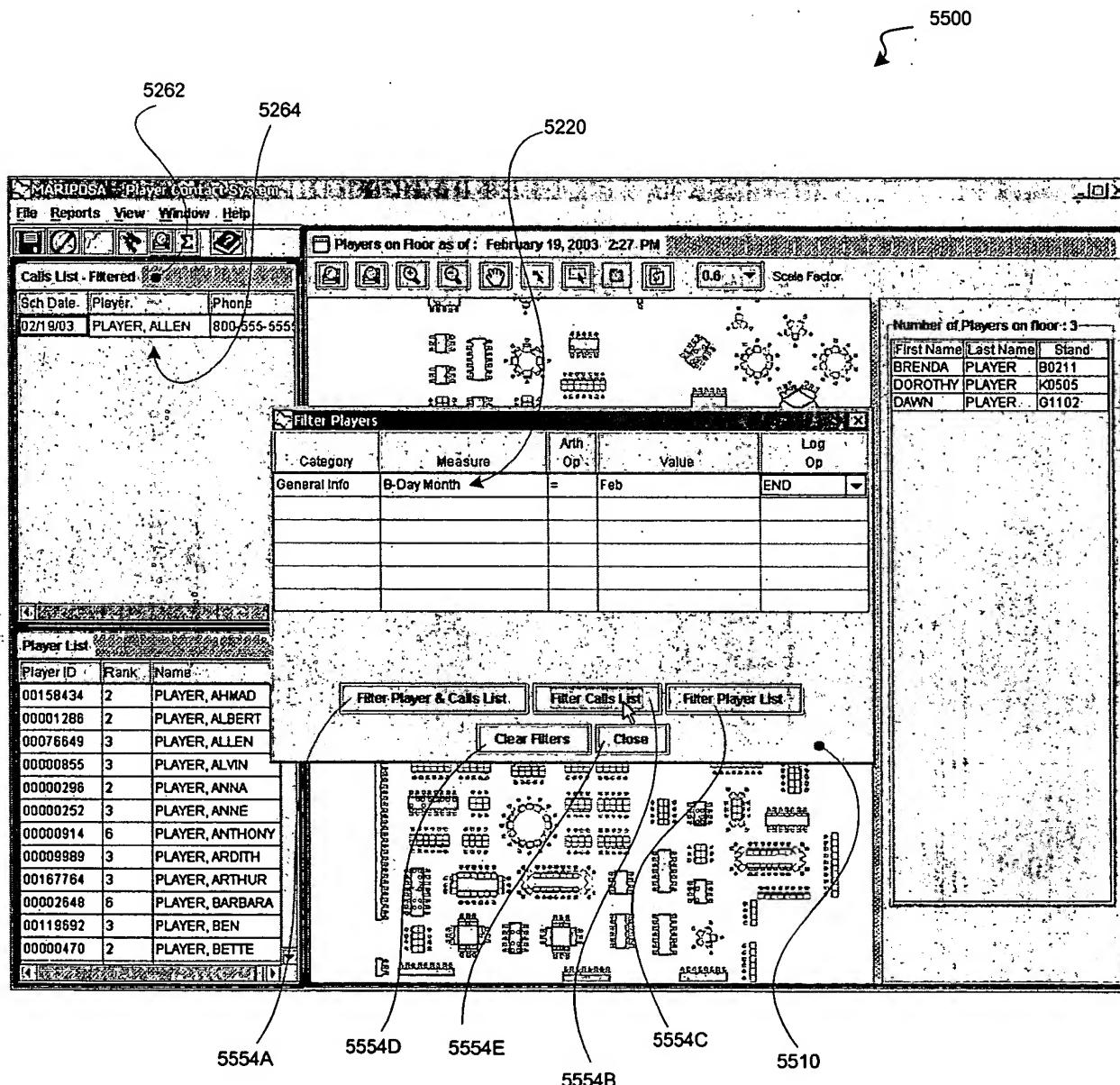


Fig. 55D

5600

5610

MARIPOSA -- Player Contact System

File Reports View Window Help

Player Detail View - PLAYER, ALLEN

Patron ID	76649	Tier	DIAMOND	Host	CAROLYN KEMP
Name	PLAYER, ALLEN	Rank	3	Comps Avail	
Nickname	Boyd	Last Play	09/09/2002	Pts Avail	

General

Patron Number	76649	Spouse Number	
Greeting		First Name	
First Name	ALLEN	Last Name	
Last Name	PLAYER	Spouse Birthday	
Birthday	02/01/1935	Anniversary	08/28/2000
Est. Date	01/06/2002	Est. Date	
Source	SLOTWALKIN	Source	

Address

Street	427 HOLTZ ST	Apt.	
City	SPRING VALLEY		
State	CA	Zip	91977
Mail Code	Mailable	Mail To	H

Contact Info

<input type="checkbox"/> DO NOT CONTACT	Pref
Home	800-555-5555
Other	
Mobile	
Email	

Relationships

General Info

Status:

5614

Fig. 56

5700

MARIPUSA -- Player Contact System

File Reports View Window Help

Player Detail View -- PLAYER, ALLEN

Calls List		Player Detail View -- PLAYER, ALLEN	
Sch Date	Player	Phone	
02/03/03	PLAYER, ALBERT	800-555-5555	
02/11/03	PLAYER, AHMAD	800-555-5555	
02/12/03	PLAYER, AHMAD	800-555-5555	
02/11/03	PLAYER, ALBERT	800-555-5555	
02/11/03	PLAYER, ANTHON	800-555-5555	
02/11/03	PLAYER, ANTHON	800-555-5555	
02/11/03	PLAYER, ANTHON	800-555-5555	
02/11/03	PLAYER, ALBERT	800-555-5555	
02/11/03	PLAYER, BARBARA	800-555-5555	

Patron ID: 76649	Tier: DIAMOND	Host: CAROLYN KEMP
Name: PLAYER, ALLEN	Rank: 3	Comps Avail:
Nickname: Boyd	Last Play: 09/08/2002	Pts Avail:

General

Patron Number: 76649	Spouse Number:
Greeting:	First Name:
First Name: ALLEN	Last Name:
Last Name: PLAYER	Spouse Birthday:
Birthday: 03/01/1936	Anniversary: 06/28/2000
Est. Date: 01/08/2002	Est. Date:
Source: SLOT WALK IN	Source:

Address

Street: 427 HOLTZ ST	Apt:
City: SPRING VALLEY	
State: CA	Zip: 91977
Mail Code: Mailable	Mail To: H

Contact Info

<input type="checkbox"/> DO NOT CONTACT	Pref:
Home: 800-555-5555	<input type="radio"/>
Other:	<input type="radio"/>
Mobile:	<input type="radio"/>
Email:	<input type="radio"/>

Relationships

Call this Player
Add Relationship
Remove Relationship
View
General Info
Close
Status:
Help

5710

FIG. 57

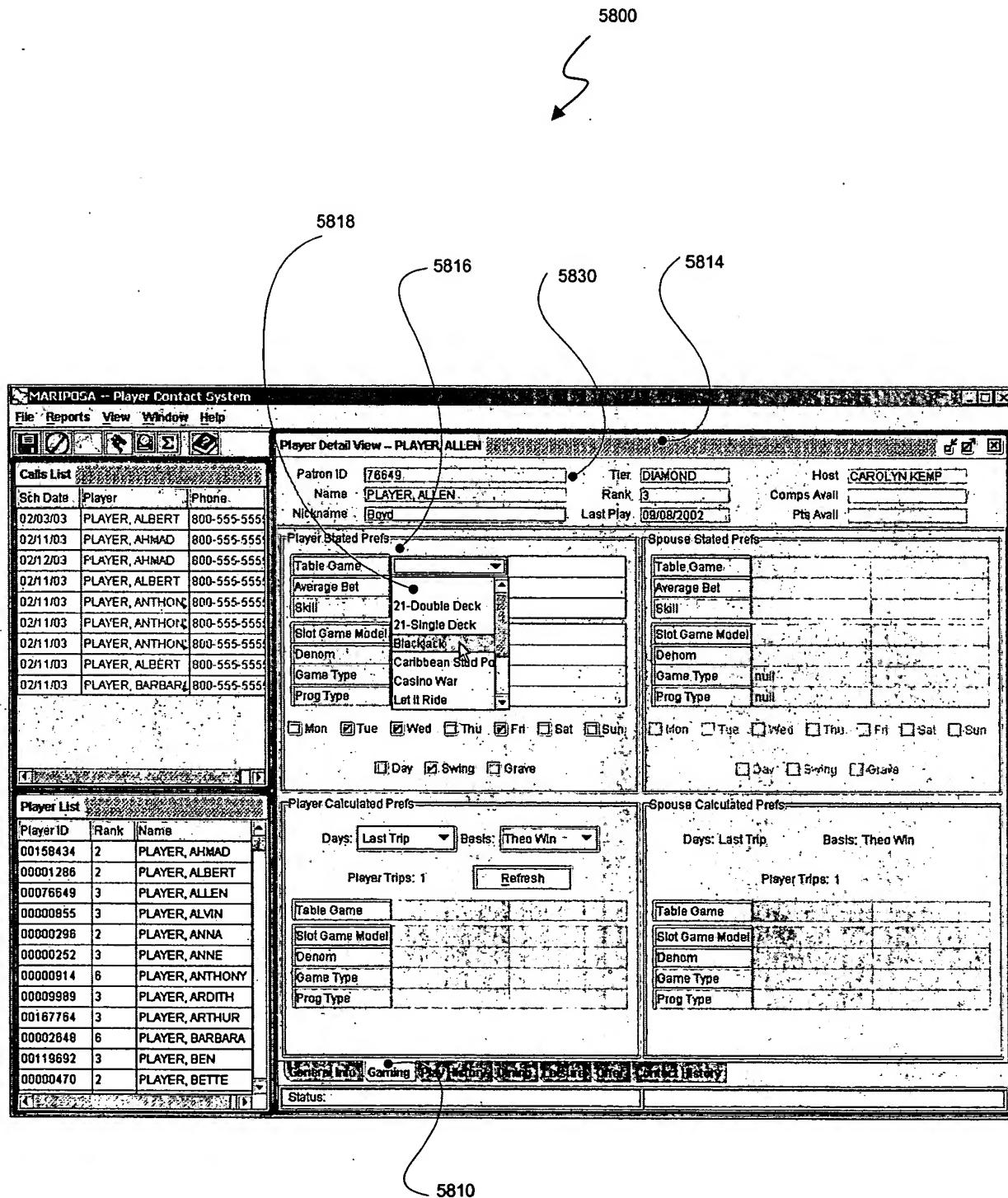


FIG. 58

5900

5816

5814

MARIPOSA - Player Contact System

Player Detail View - PLAYER, ALLEN

Patron ID	76649	Tier	DIAMOND	Host	CAROLYN KEMP
Name	PLAYER, ALLEN	Rank	3	Comps Avail	
Nickname	Boyd	Last Play	09/08/2002	Pts Avail	

Player Stated Prefs

Table Game	Blackjack	Pai Gow
Average Bet	10.00	25.00
Skill	INT	ADV

Spouse Stated Prefs

Table Game	
Average Bet	
Skill	
Slot Game Model	
Denom	
Game Type	
Prog Type	

Mon Tue Wed Thu Fri Sat Sun

Day Swing Grave

Mon Tue Wed Thu Fri Sat Sun

Day Swing Grave

Player List

Player ID	Rank	Name
00158434	2	PLAYER, AHMAD
00001286	2	PLAYER, ALBERT
00076649	3	PLAYER, ALLEN
00000855	3	PLAYER, ALVIN
00000298	2	PLAYER, ANNA
00000252	3	PLAYER, ANNE
00000914	6	PLAYER, ANTHONY
00009989	3	PLAYER, ARDITH
00167764	3	PLAYER, ARTHUR
00002648	6	PLAYER, BARBARA
00119692	3	PLAYER, BEN
00000470	2	PLAYER, BETTE

Player Calculated Prefs

Days:	80	Basis:	Theo Win
Player Trips: 8		Refresh	
Table Game		Slot Game Model	Jackpot Celebration
Denom	0.05	Denom	0.05
Game Type	9 Line Video	Game Type	9 Line Video
Prog Type	Non-Progressive	Prog Type	Wide Area Progressive

Spouse Calculated Prefs

Days: 60	Basis: Theo Win
Player Trips: 8	
Table Game	
Slot Game Model	Double Double Bonus
Denom	1
Game Type	Poker
Prog Type	Non-Progressive

Status:

5810

FIG. 59

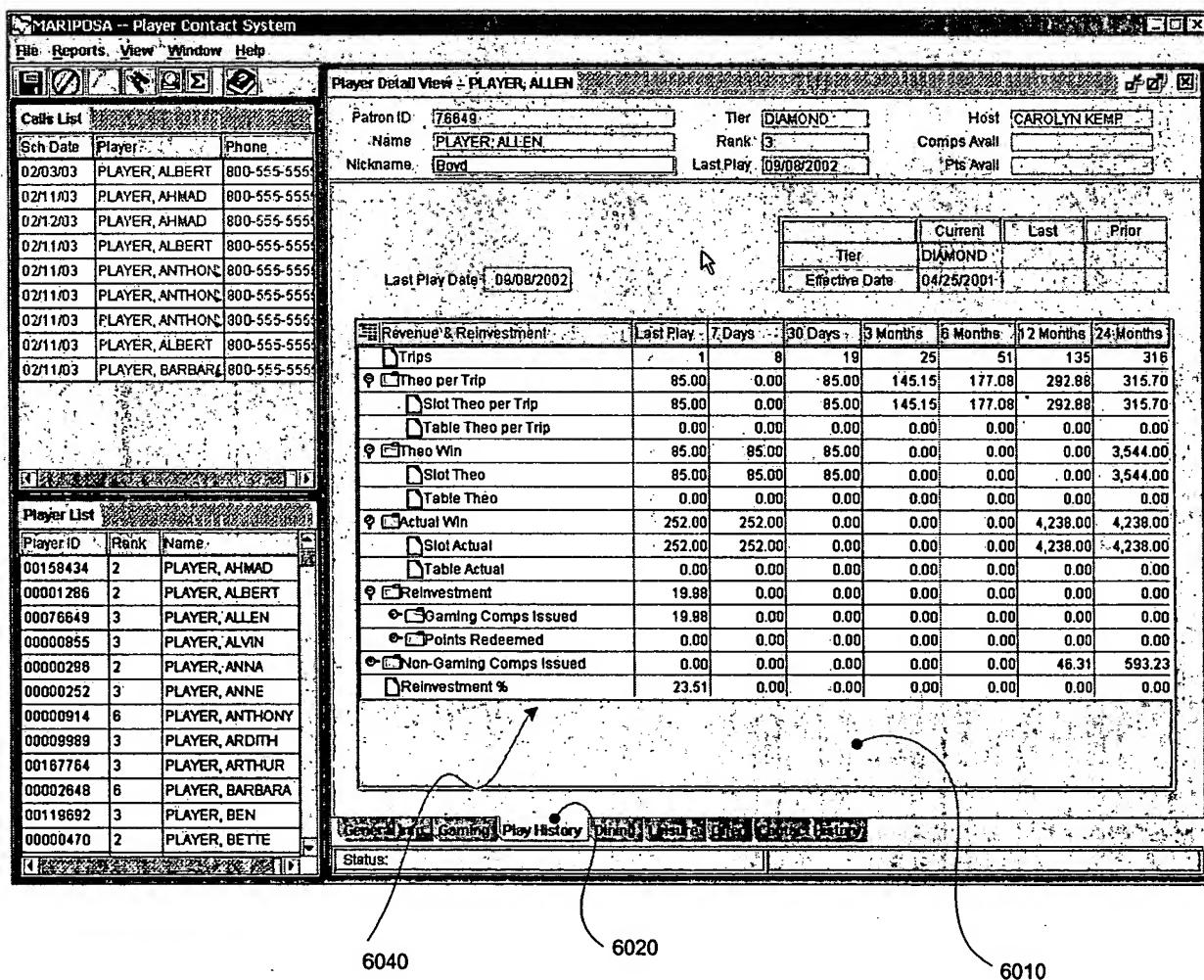


FIG. 60

6100

6130

6110

MARIPOSA -- Player Contact System

File Reports View Window Help

Player Detail View - PLAYER, ALLEN

Patron ID	76649	Tier	DIAMOND	Host	CAROLYN KEMP
Name	PLAYER, ALLEN	Rank	3	Comps Avail	
Nickname	Boyd	Last Play	09/08/2002	Pts Avail	

Patron Dining Prefs

Cuisines	Restaurants
Barbecue	
Steakhouse	

Spouse Dining Prefs

Cuisines	Restaurants

Patron Dining Dislikes

Cuisines	Restaurants
Chinese	

Spouse Dining Dislikes

Cuisines	Restaurants

Patron Comments

Wants Steak for Birthday Dinner

Spouse Comments

Patron Beverage and Tobacco Preferences

Type	Brand
Beverage #1	Corona
Beverage #2	Jack Daniels
Beverage #3	
Tobacco	

Spouse Beverage and Tobacco Preferences

Type	Brand
Beverage #1	Beer
Beverage #2	Corona Light
Beverage #3	Beer
Tobacco	Miller Light

General Info / Demographic History / Dining / Leisure / Other / Contact History

Status:

6134 6140 6138

FIG. 61

6200

6210

MARIPOSA -- Player Contact System

Player Detail View - PLAYER, ALLEN

Calls List

Sch Date	Player	Phone
02/03/03	PLAYER, ALBERT	800-555-555
02/11/03	PLAYER, AHMAD	800-555-555
02/12/03	PLAYER, AHMAD	800-555-555
02/11/03	PLAYER, ALBERT	800-555-555
02/11/03	PLAYER, ANTHON	800-555-555
02/11/03	PLAYER, ANTHON	800-555-555
02/11/03	PLAYER, ANTHON	800-555-555
02/11/03	PLAYER, ALBERT	800-555-555
02/11/03	PLAYER, BARBARA	800-555-555

Player List

Player ID	Rank	Name
00158434	2	PLAYER, AHMAD
00001288	2	PLAYER, ALBERT
00076649	3	PLAYER, ALLEN
00000955	3	PLAYER, ALVIN
00000298	2	PLAYER, ANNA
00000252	3	PLAYER, ANNE
00000914	6	PLAYER, ANTHONY
00000989	3	PLAYER, ARDITH
00167764	3	PLAYER, ARTHUR
00002648	6	PLAYER, BARBARA
00119892	3	PLAYER, BEN
00000470	2	PLAYER, BETTE

Player Detail View - PLAYER, ALLEN

Patron ID: 78649 **Tier:** DIAMOND **Host:** CAROLYN KEMP
Name: PLAYER, ALLEN **Rank:** 3 **Comps Avail:**
Nickname: Boyd **Last Play:** 08/08/2002 **Pts Avail:**

Patron Sports

Sport	Team
NBA Basketball	Los Angeles - Lakers
NFL Football	Washington - Redskins

Spouse Sports

Sport	Team

Patron Interests

Going Tournaments

Spouse Interests

Patron Misc.

Religion: College: University of Maryland Graduation Year: 1995 Club Affiliation:

Spouse Misc.

Religion: College: Graduation Year: Club Affiliation:

Comments

I

Customer Info **Comments** **Play History** **Demographic** **Lecture** **Other** **Customer Info**

Status:

6220

FIG. 62

6300

6330

6310

MARIPOSA - Player Contact System

File Reports View Window Help

Player Detail View - PLAYER, ALLEN

Patron ID:	76649	Tier:	DIAMOND
Name:	PLAYER, ALLEN	Rank:	3
Nickname:	Boyd	Comps Avail:	
Last Play:	09/08/2002	Pts Avail:	

Active Offers

Status	Code	Description	Start Date	End Date
ISSD	419404	224B5075 8-3-02/8-9-02	Jun. 17, 2002	Aug. 09, 2002
ISSD	453236	124B5075 7-15-02/7-26-02	Jun. 17, 2002	Jul. 26, 2002
ISSD	469201	024B5150 BAF 9-3-02/9-9-02	Jun. 17, 2002	Sep. 09, 2002
ISSD	473616	324B5075 9-3-02/9-9-02	Jun. 17, 2002	Sep. 09, 2002

Inactive Offers

Status	Code	Description	Start Date	End Date

Last 3 Months

Total Value Issued	\$0.00	Total Value Issued	\$375.00
Total Value Redeemed	\$0.00	Total Value Redeemed	\$0.00
Redemption Percentage	0%	Redemption Percentage	0%

Lifetime

Total Value Issued	\$375.00
Total Value Redeemed	\$0.00
Redemption Percentage	0%

General Contact History Dining Leisure Offer Contact Report

Status:

6334

6350

FIG. 63

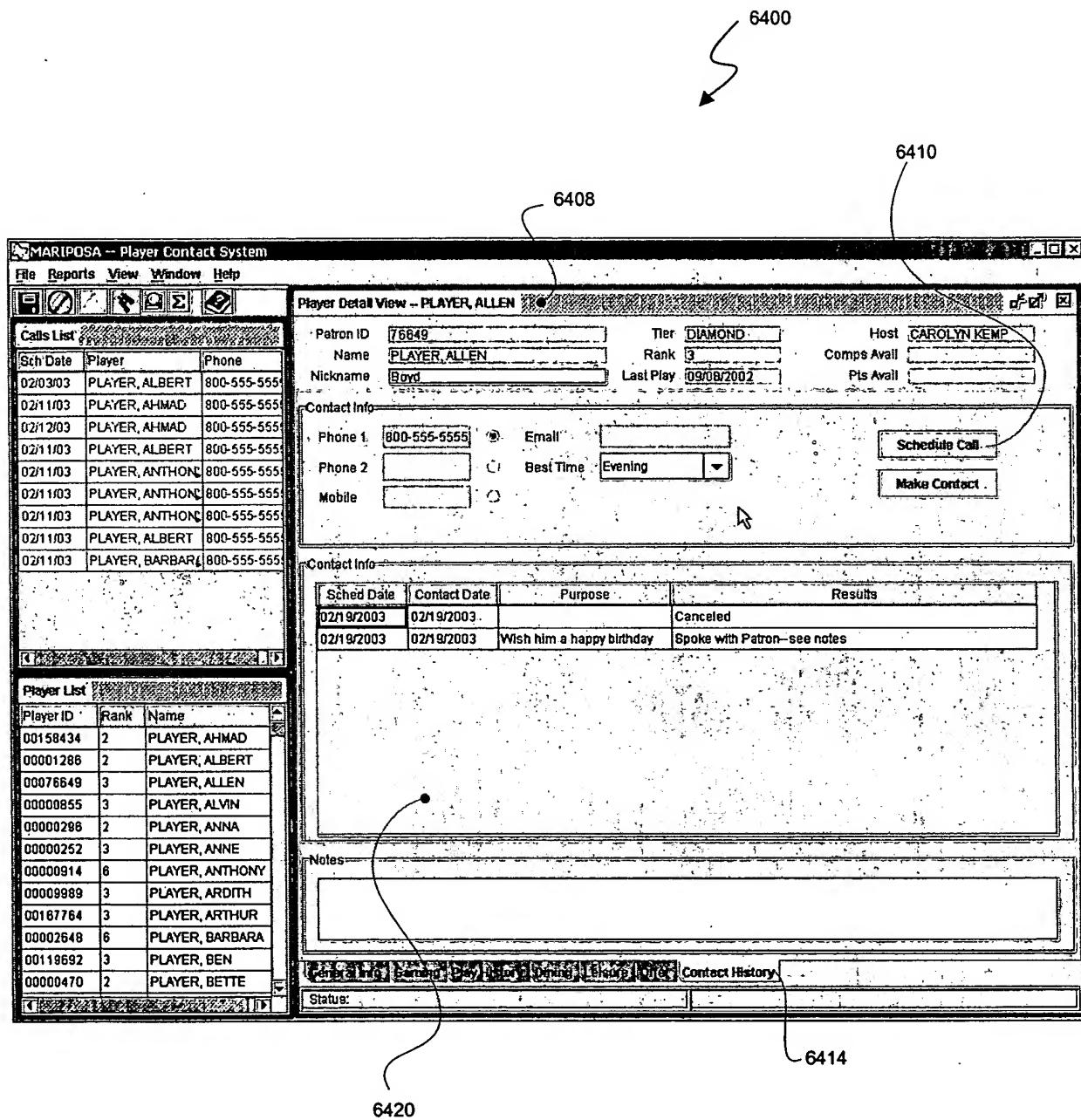


FIG. 64

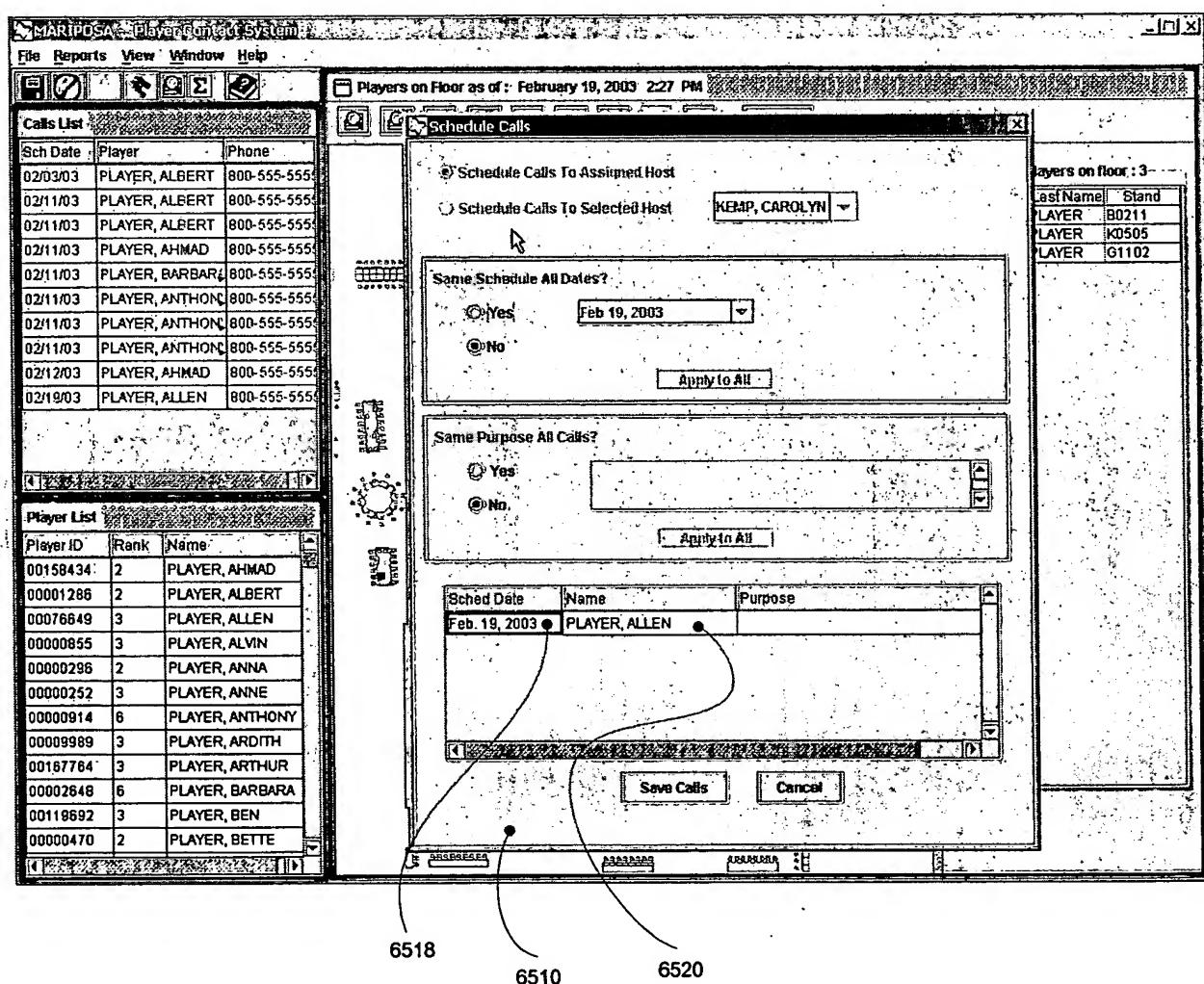


FIG. 65

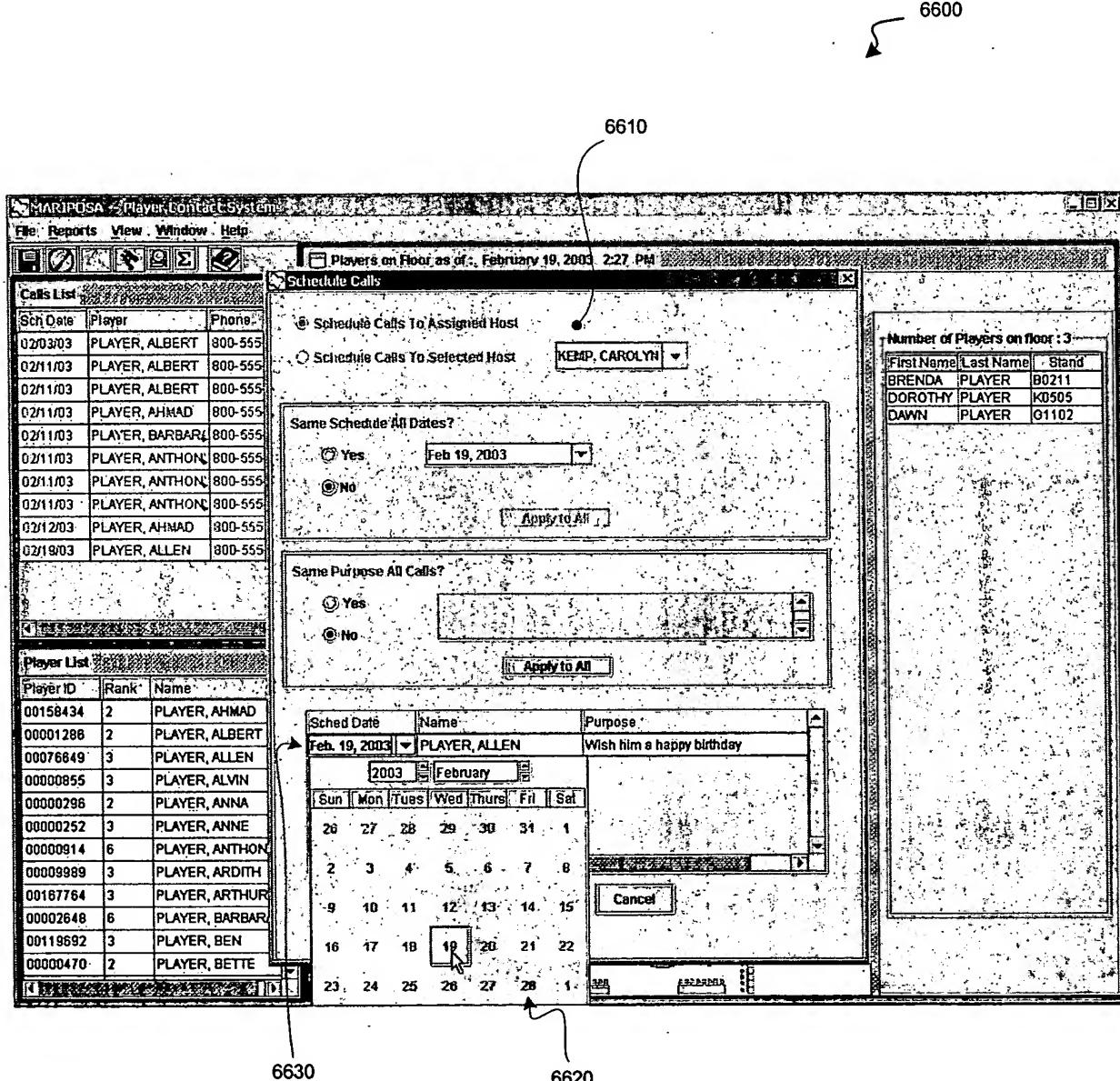


Fig. 66

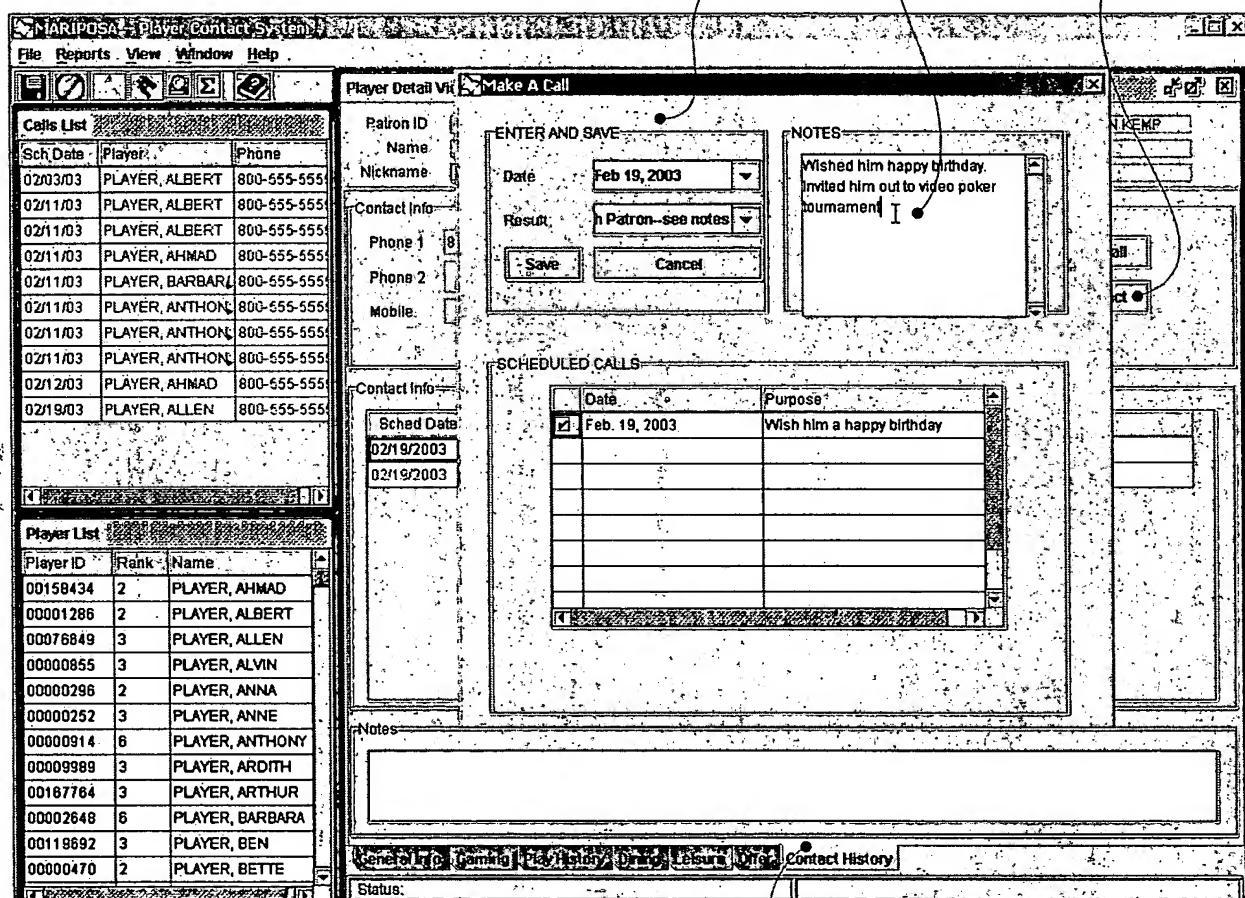


Fig. 67

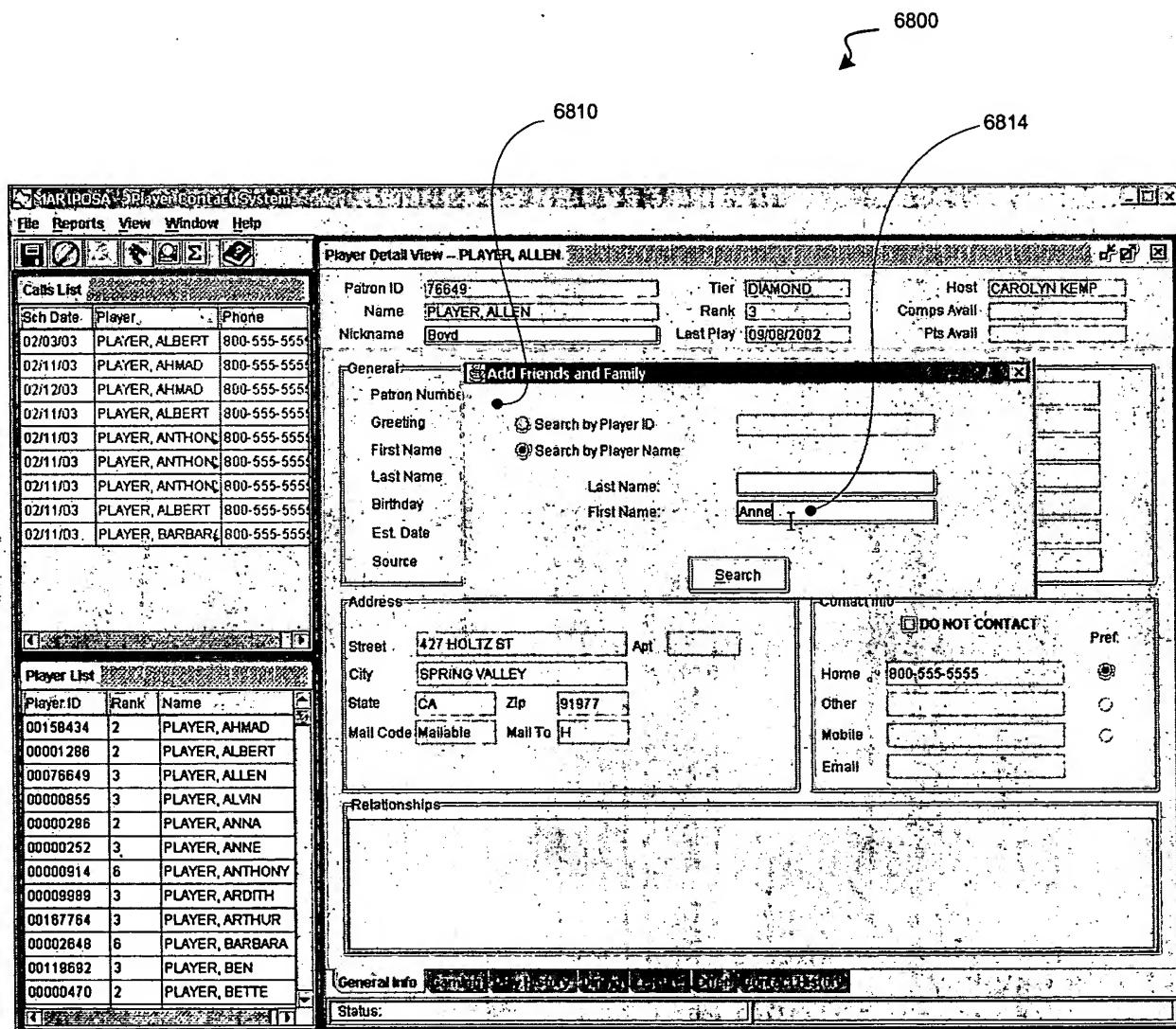


Fig. 68

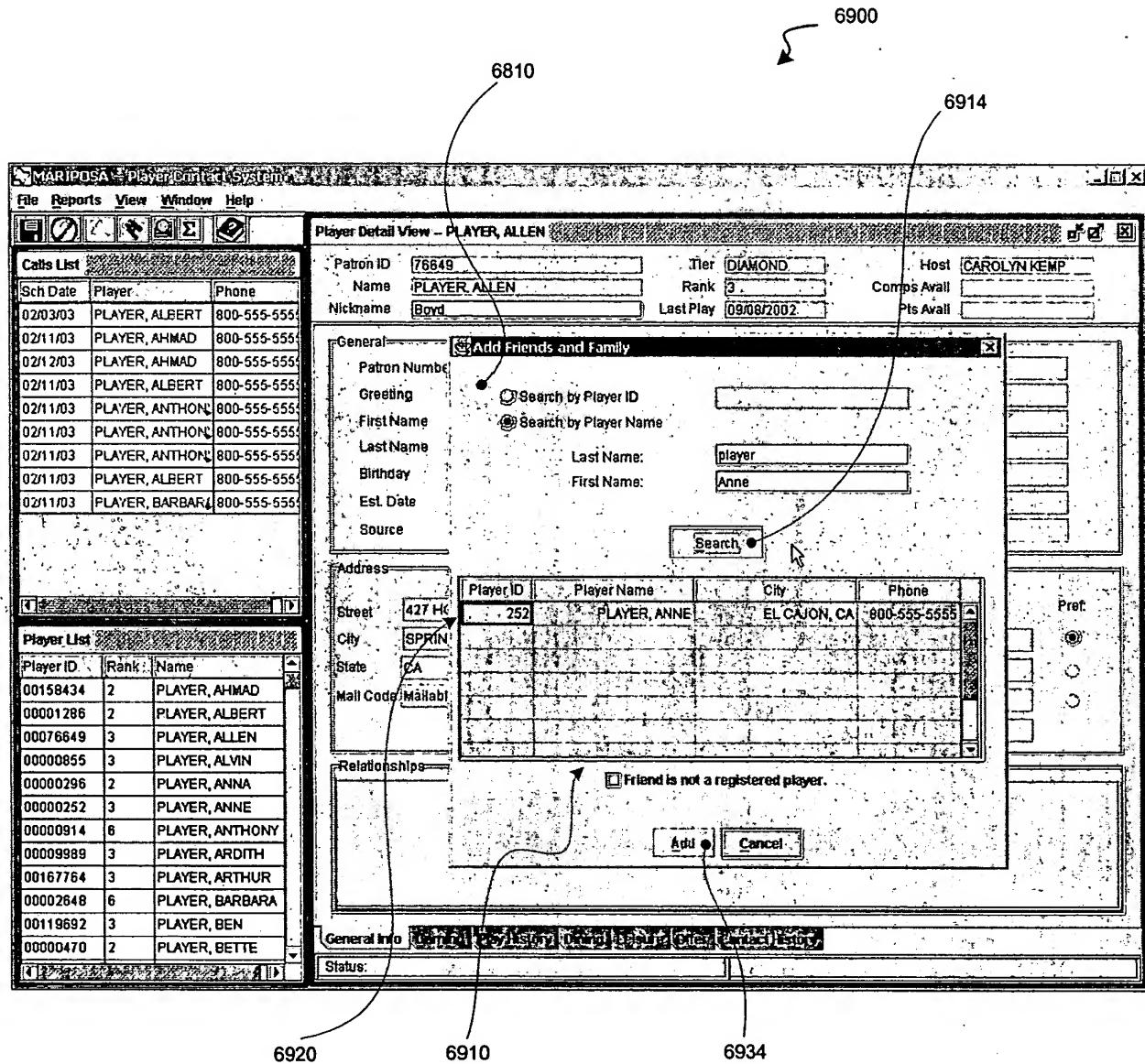


Fig. 69

7000

7010

YARIBOSA's Player Contact System

File Reports View Window Help

Sch Date	Player	Phone
02/03/03	PLAYER, ALBERT	600-555-5555
02/11/03	PLAYER, AHMAD	600-555-5555
02/12/03	PLAYER, AHMAD	600-555-5555
02/11/03	PLAYER, ALBERT	600-555-5555
02/11/03	PLAYER, ANTHON	600-555-5555
02/11/03	PLAYER, ANTHON	600-555-5555
02/11/03	PLAYER, ANTHON	600-555-5555
02/11/03	PLAYER, ALBERT	600-555-5555
02/11/03	PLAYER, BARBARA	600-555-5555

Player Detail View - PLAYER, ALLEN

Patron ID: 76649	Tier: DIAMOND	Host: CAROLYN KEMP
Name: PLAYER, ALLEN	Rank: 3	Comps Avail:
Nickname: Boyd	Last Play: 09/08/2002	Pts Avail:

General: Add Friends and Family

Patron Number:

Greeting:

First Name:

Last Name: player

Birthday: Anne

Est. Date:

Source:

Address: 427 H...

Player ID: 252

Street: 427 H...

City: SPRIN...

State: CA

Mail Code: Mailab...

Relationships: Select Relationship Type

What is the relationship between Player and Friend?

Player ID: 252

Relationship Type: Sibling

Friend is not a registered player.

Add Cancel

General Info:

Status:

7020

Fig. 70

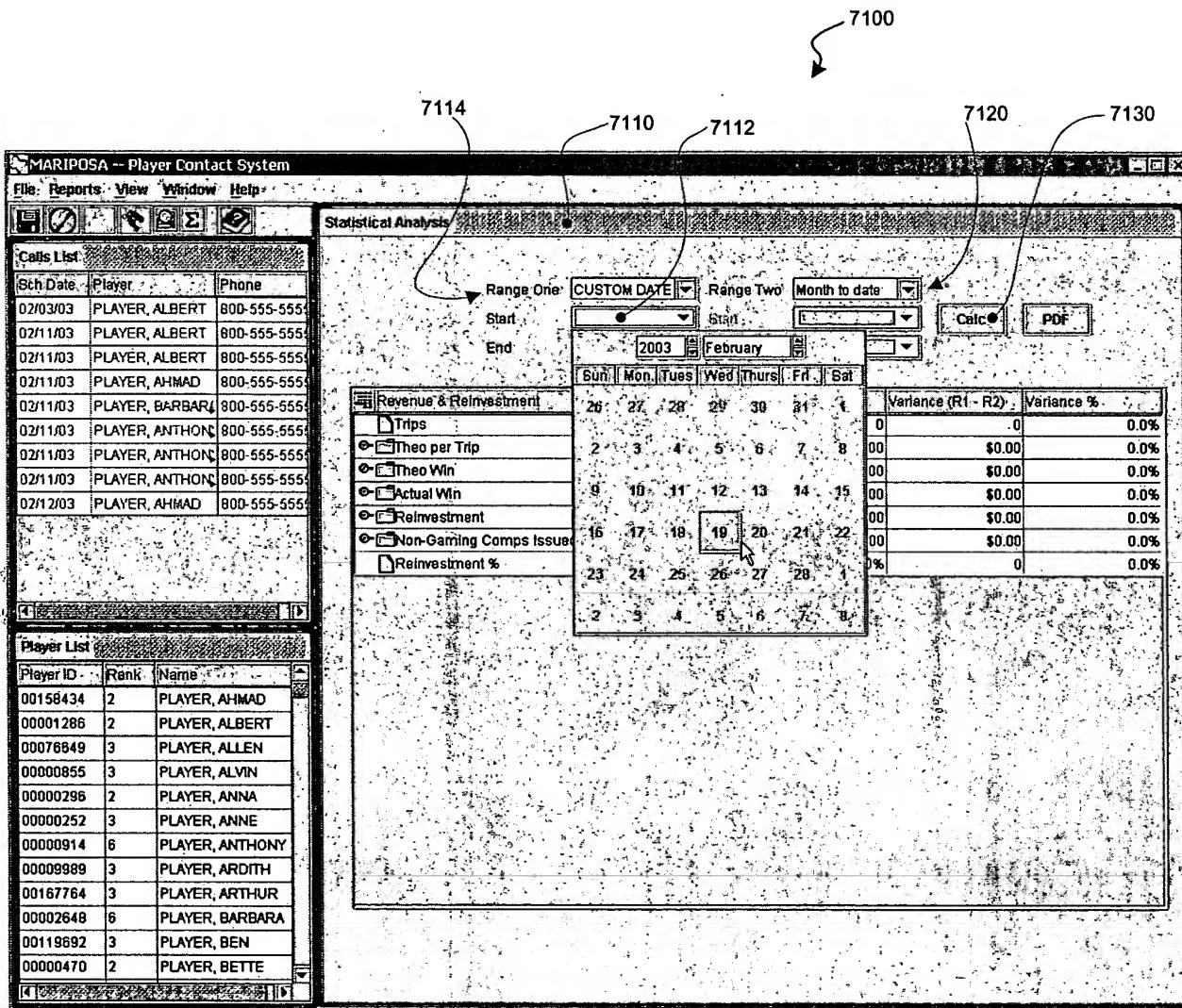


Fig. 71

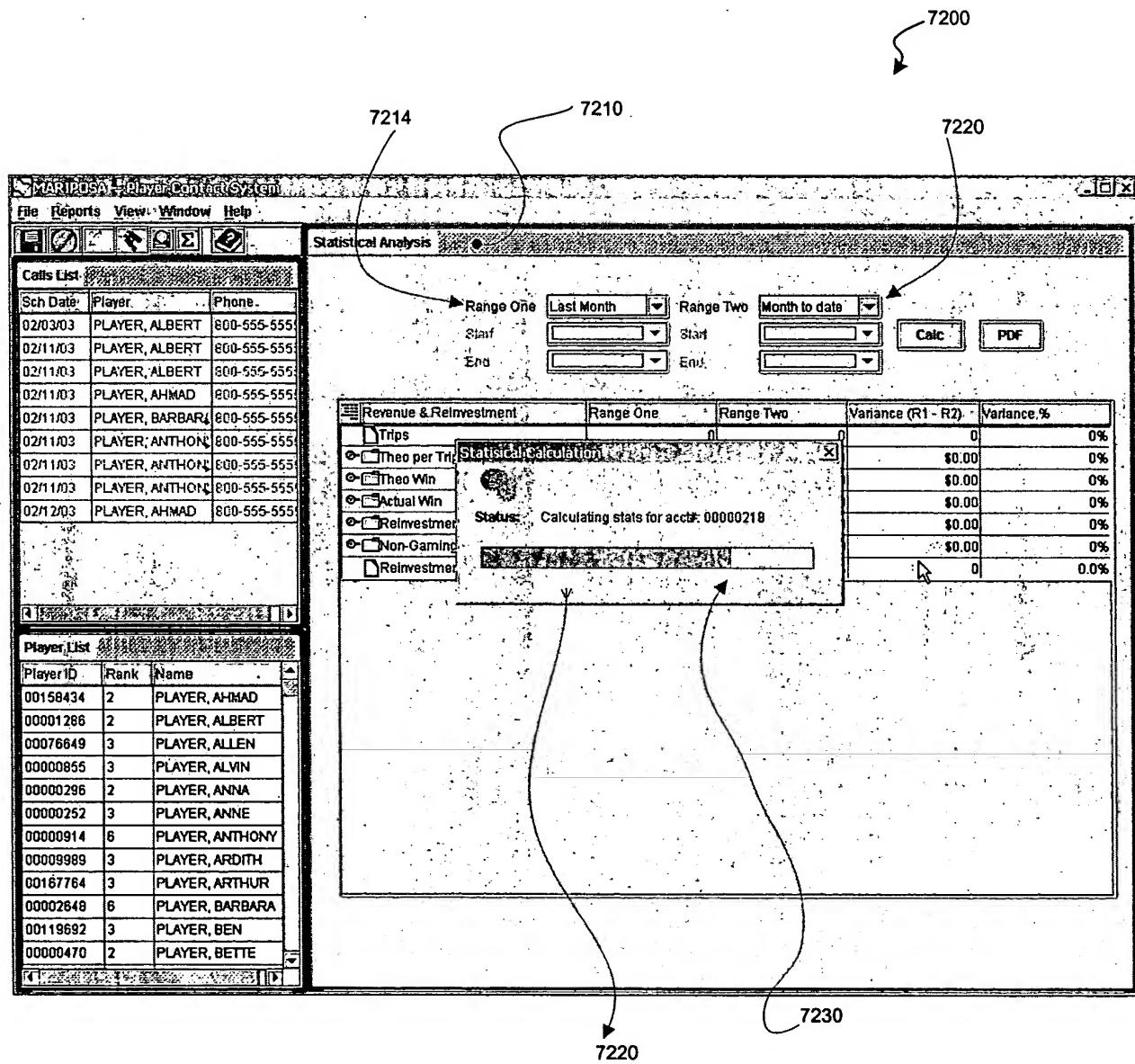


Fig. 72

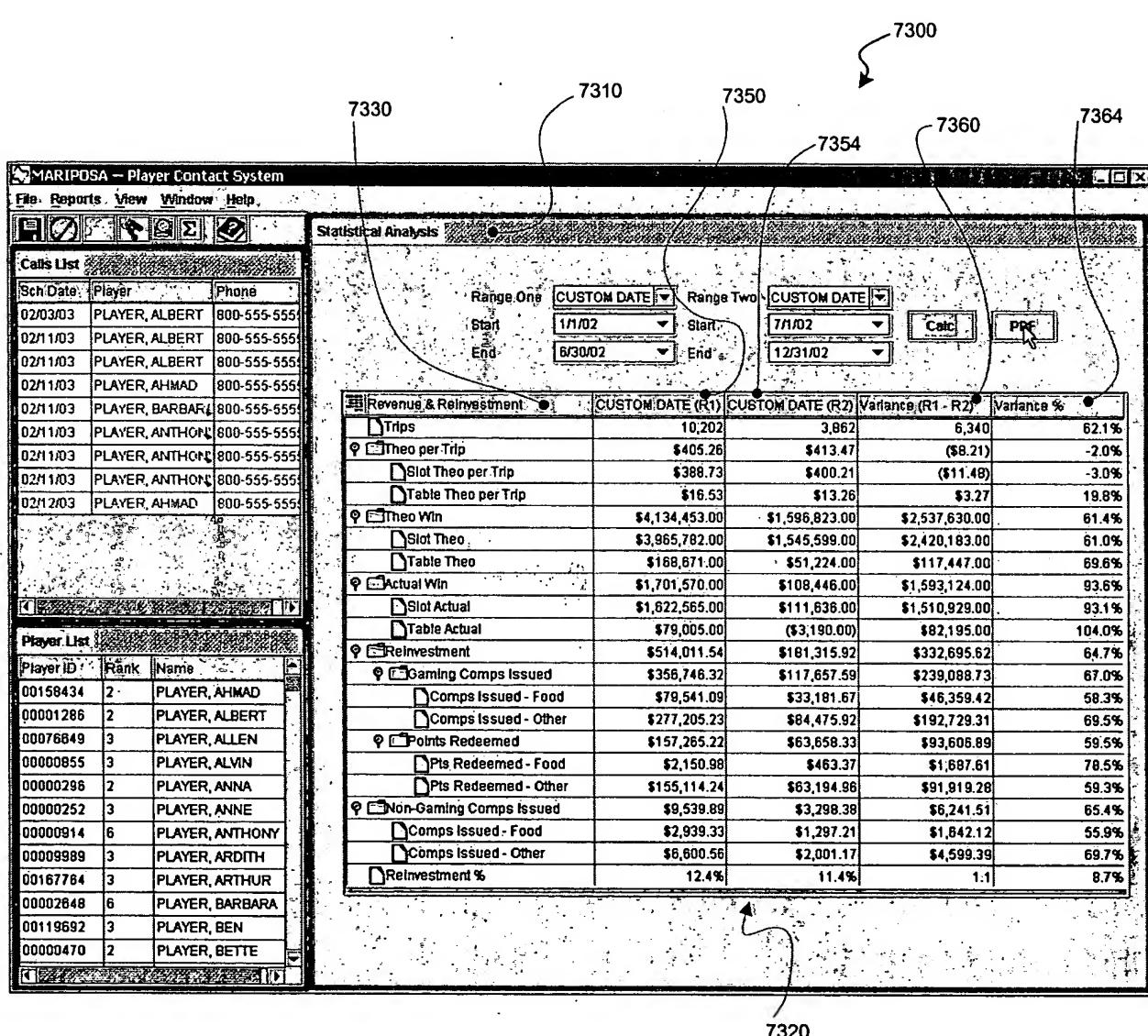


Fig. 73

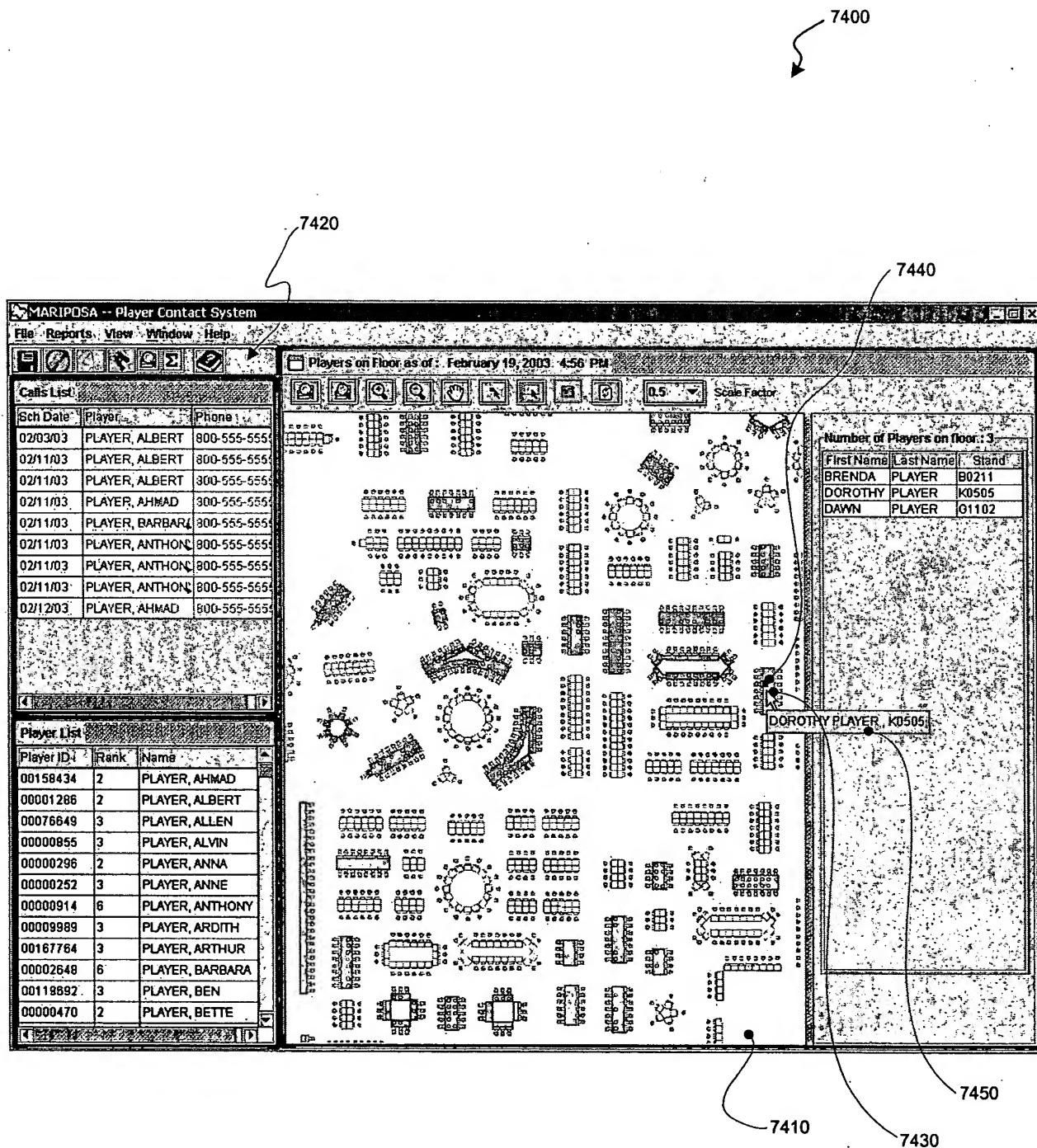


Fig. 74

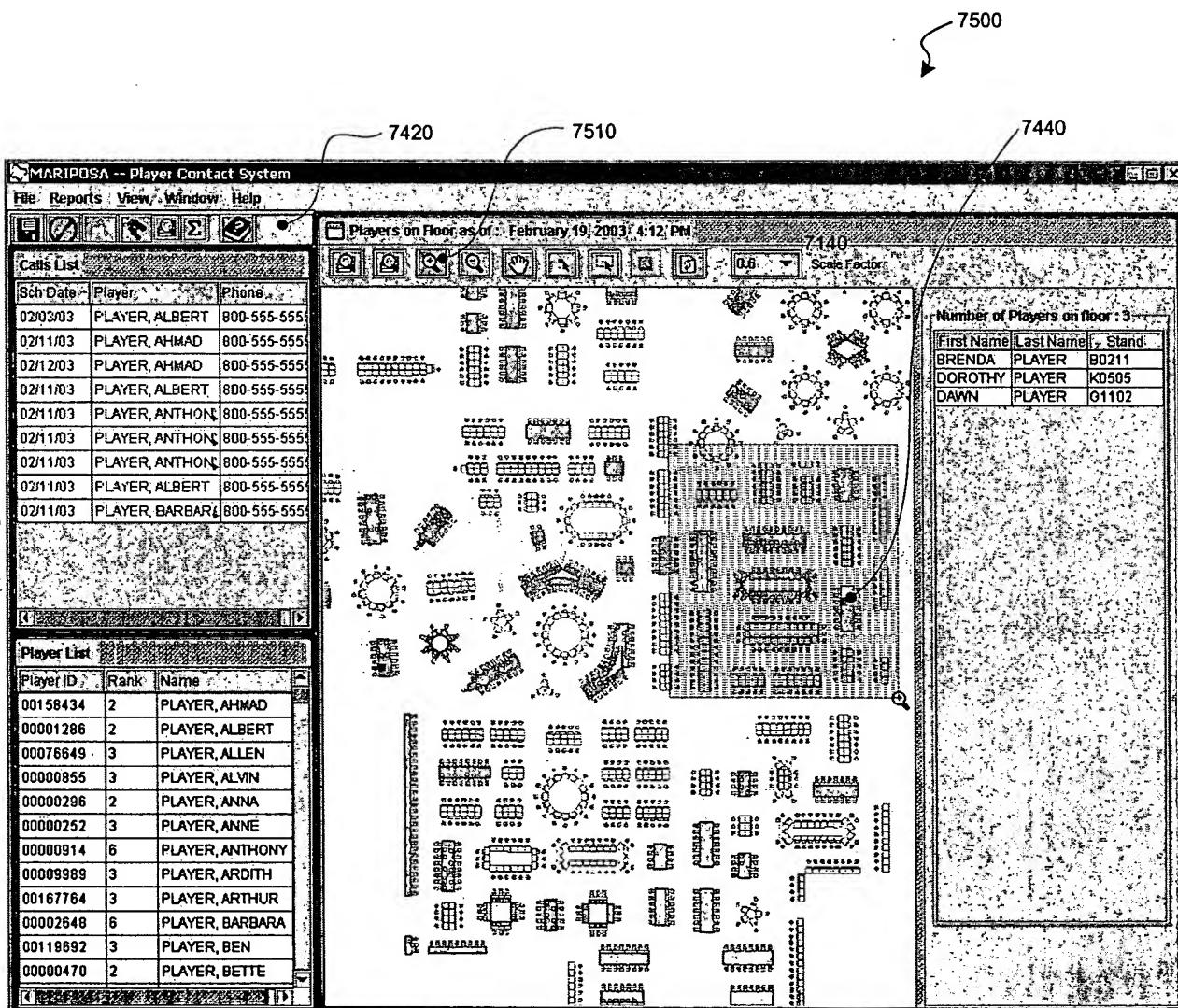


Fig. 75

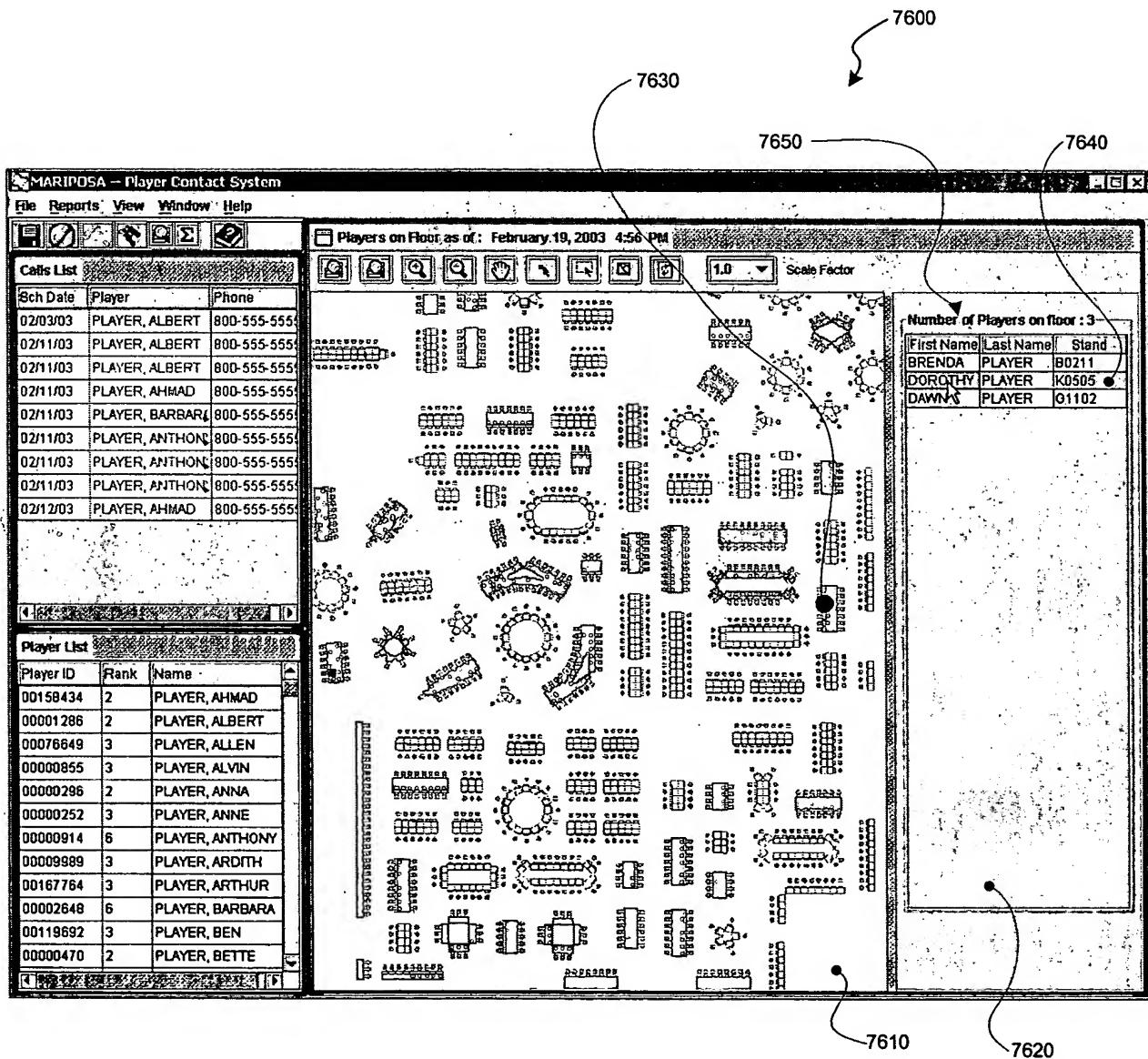


Fig. 76